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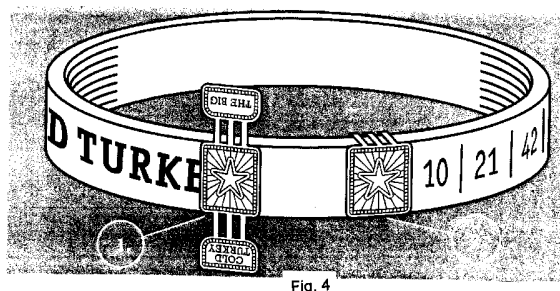
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http://www.thebigcoldturkey.com/index.php?categoryid=2&p2_st art=10

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INT CL **A44C**
Other: **WPI, EPODOC, PAJ, WWW**

(54) Abstract Title: **Bracelet and use thereof**

(57) A bracelet having a number of attachable and detachable tokens that can be affixed to the bracelet, wherein the position of said tokens corresponds with certain markings on the bracelet. The attachment of tokens is used as a method of incentivising an activity. The invention also relates to a container or package for the bracelet, and to a method for incentivising an activity.



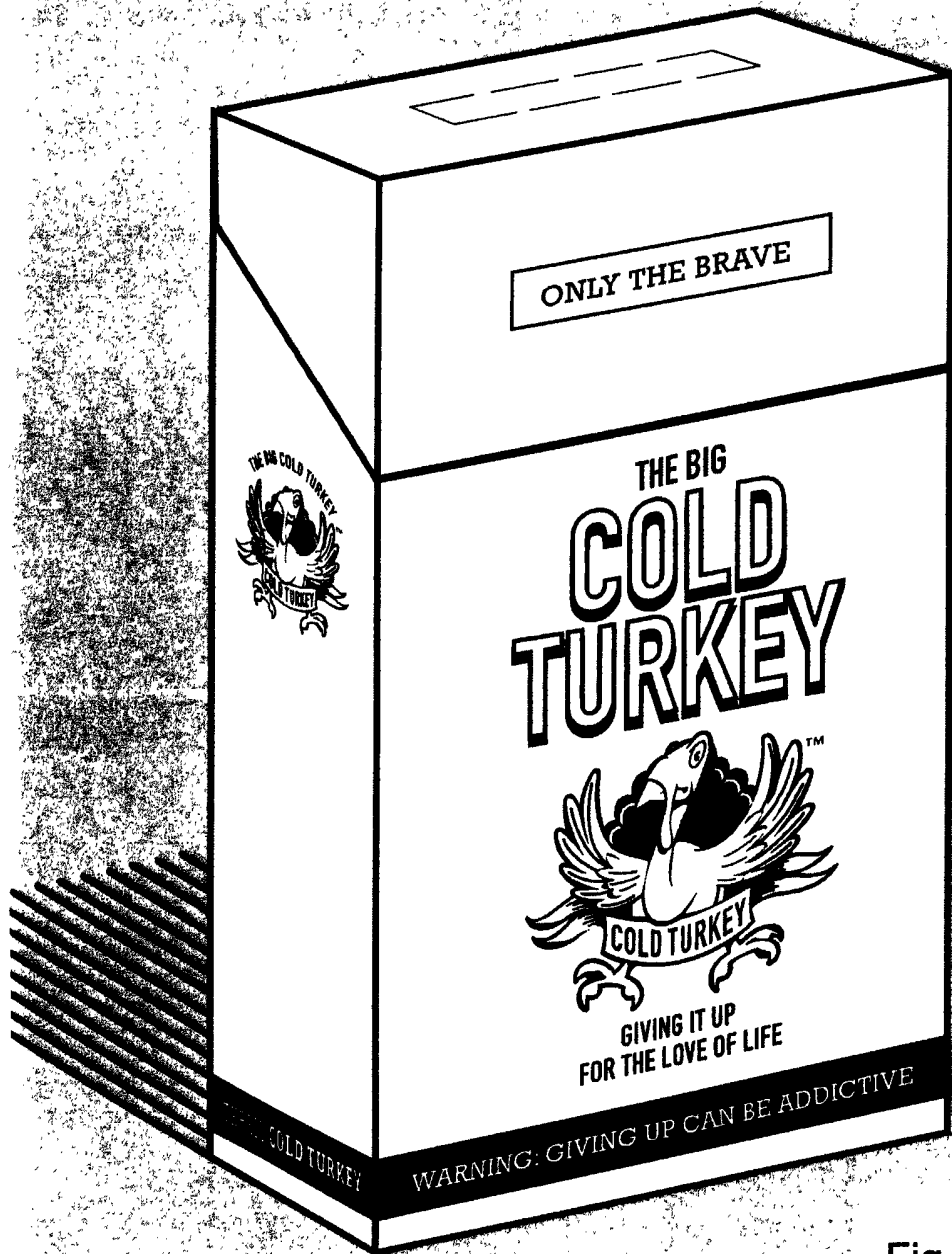


Fig. 1

Starter kit - contents

2x button badges



1x tattoo



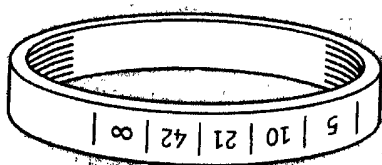
1x savings seal



4x trophies



1x wristband



1x 42-day diary



1x booklet



NB: These images are not to scale

Fig. 2

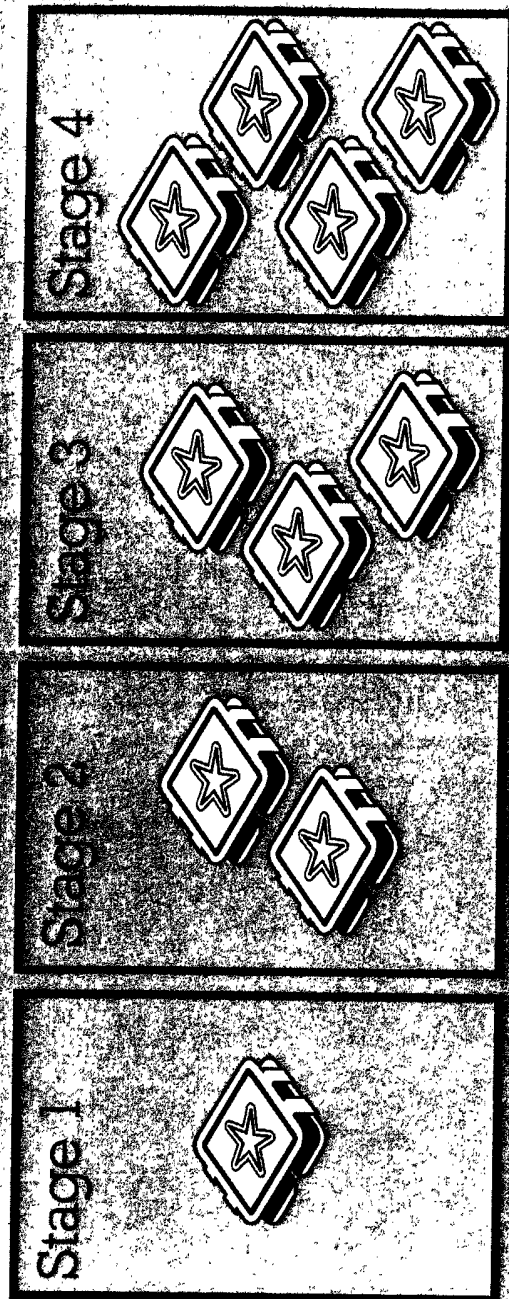


Fig. 3

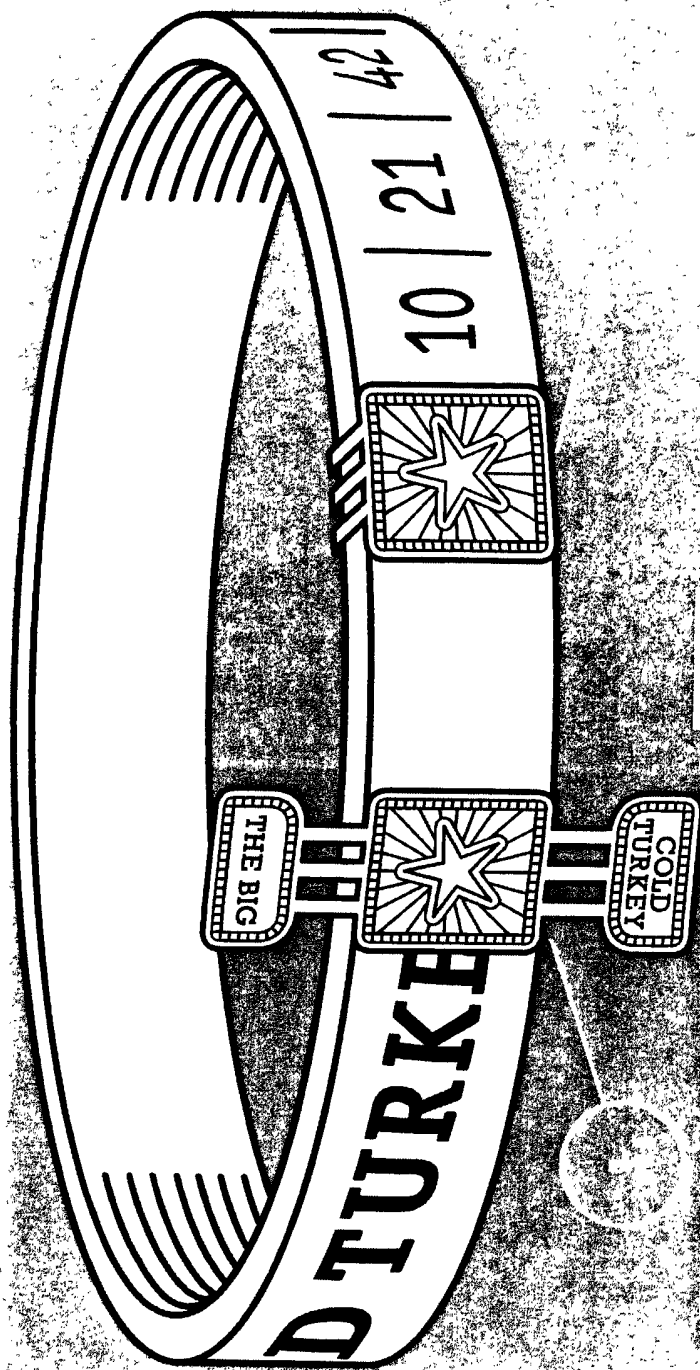


Fig. 4

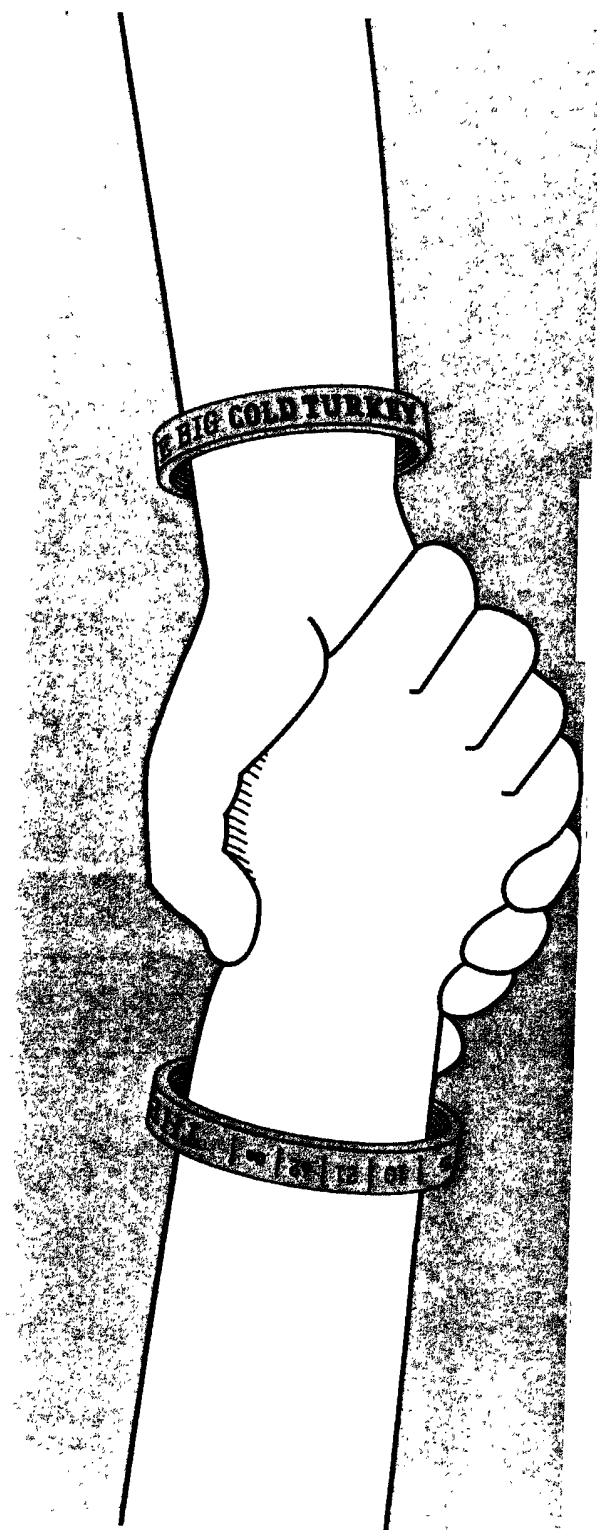


Fig. 5

6/22



COLD TURKEY

[About us](#)
[1 day at a time](#)
[Support](#)
[How it works](#)
[Contact us](#)
[Buy the kit](#)
[Enter the marathon](#)
[Fallen off the wagon?](#)
[Send to a friend](#)
[Home](#)

Search

Choose length

Personal I.D. n°

Password

Your marathon n° is...



The Big Cold Turkey

n° 256

[Print](#)

Join us
 Whether it's smoking, drinking too much, eating too much chocolate, overspending, even biting your nails, The Big Cold Turkey is here to help you show those nasty little addictions and bad habits who's boss. It's time to take control of your life and give it up. So why not join The Big Cold Turkey and get the inspiration to start and the motivation to keep on going.

Date	Marathon n°	Length	For giving up...	Progress
23 / 06 / 05	256	21k	Smoking	
12 / 12 / 05	463	42k	Secret	
18 / 02 / 06	1724	42k	Alcohol	☆☆☆☆
18 / 03 / 06	984	5k	Binge drinking	
16 / 04 / 06	183	10k	Drugs	
08 / 01 / 06	6428	21k	Bad relationship	
07 / 02 / 06	231	5k	Spitting	

When completed, enter marathon n° ☆

Fig. 6



Sponsor me

Whether it's smoking, drinking too much, eating too much chocolate, overspending, even biting your nails The Big Cold Turkey is here to help you show those nasty little addictions and bad habits who's boss It's time to take control of your life and give it up So why not join The Big Cold Turkey and get the inspiration to start and the motivation to keep on going

Address

[illegible]

Fig. 7

8/22

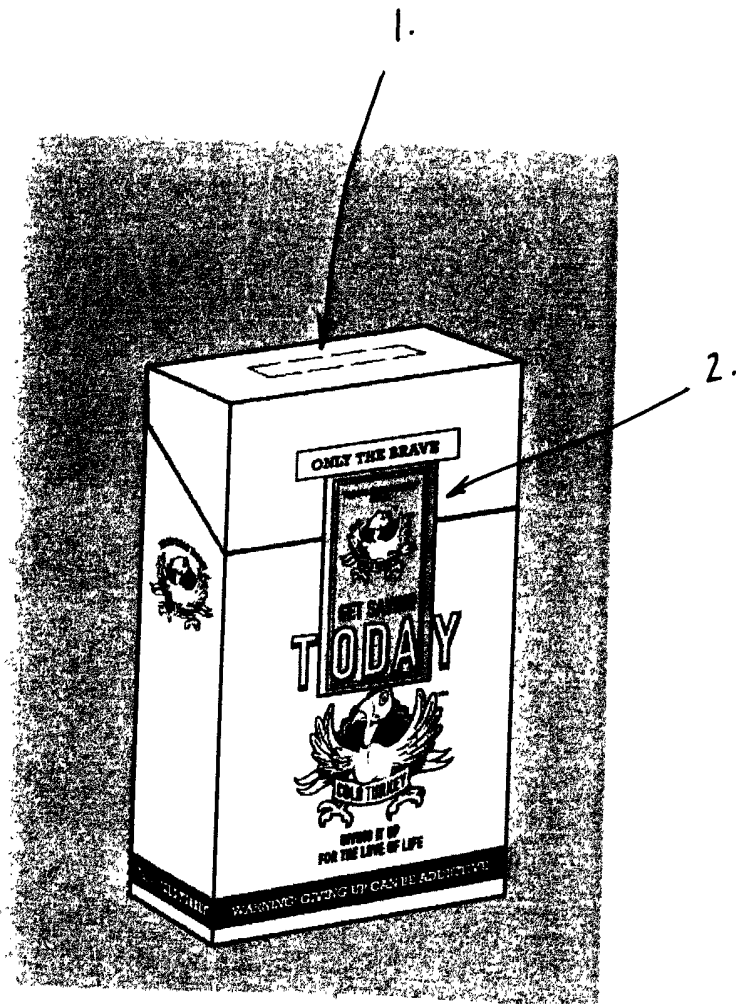
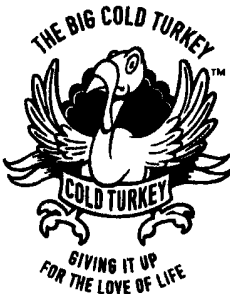


Fig. 8

9/22



CONGRATULATIONS

This is to certify that

successfully gave up

for
42 DAYS
whilst on
The Big Cold Turkey



Signed 

Dated

The Big Cold Turkey ©2004

Fig. 9

10/22

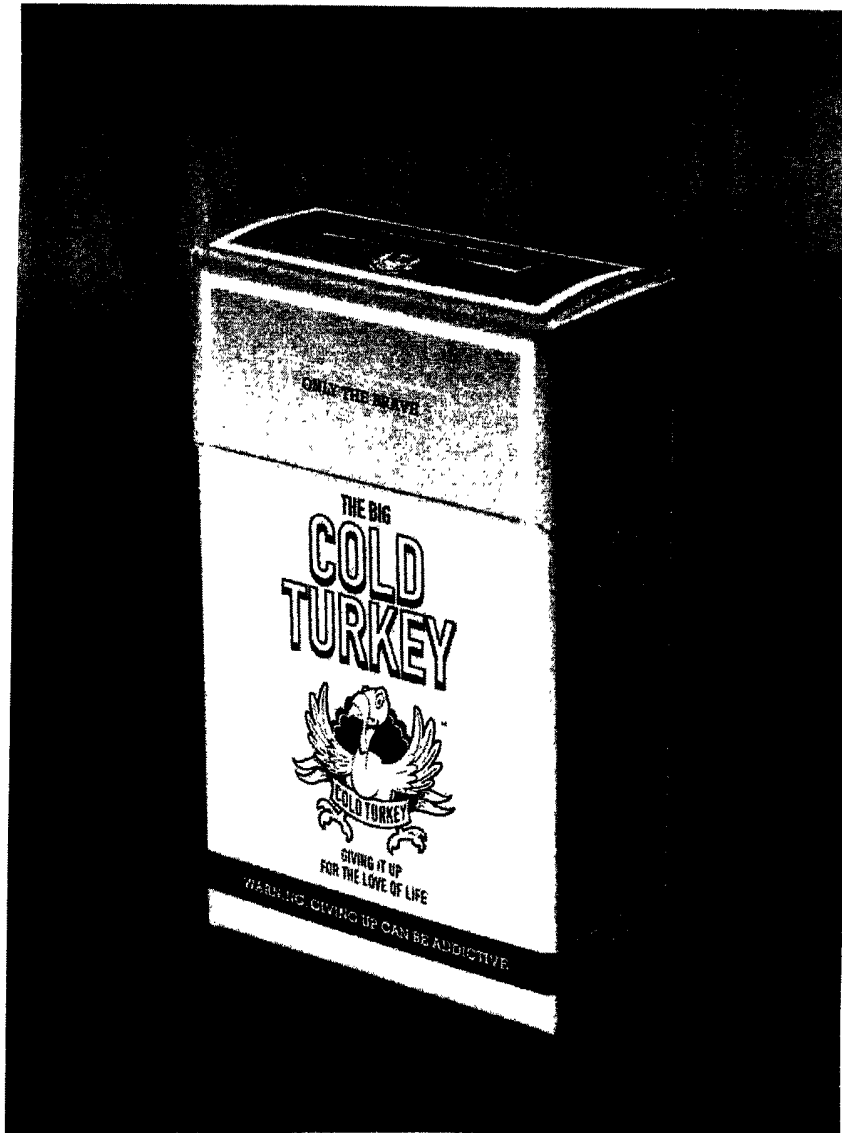


Fig. 10

11/22

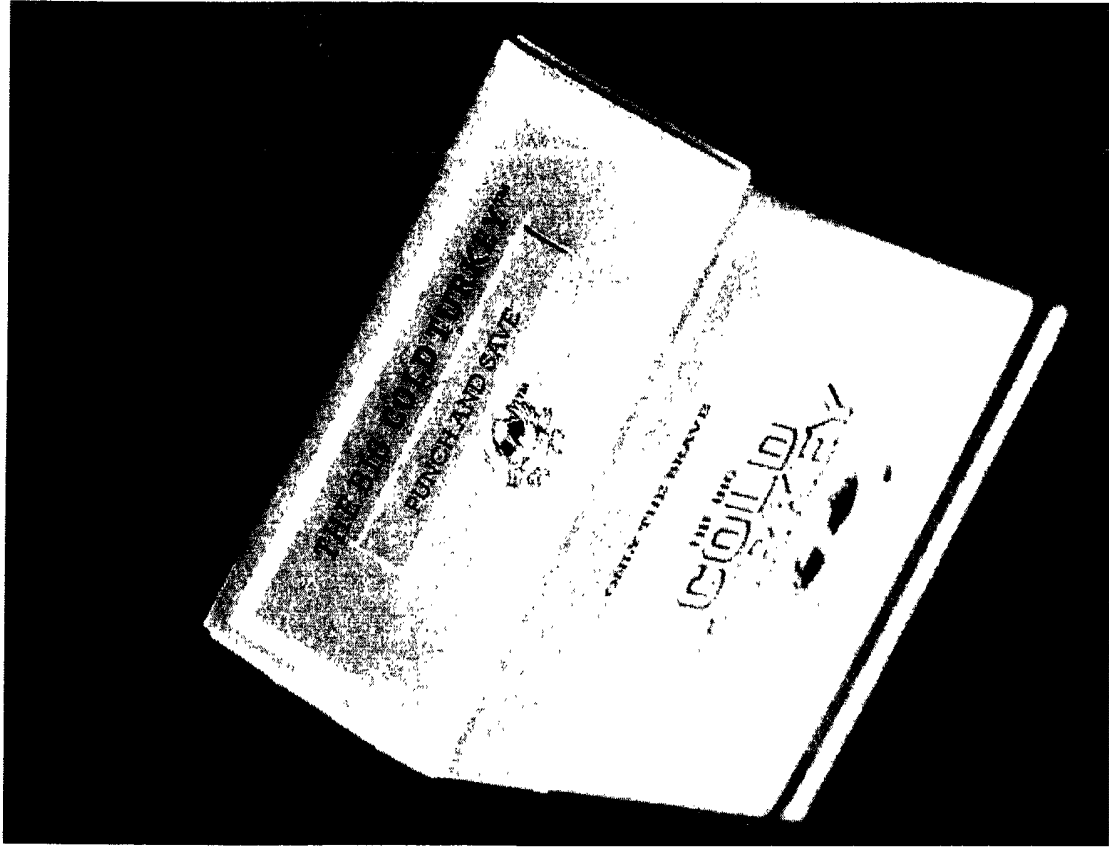


Fig. 11b

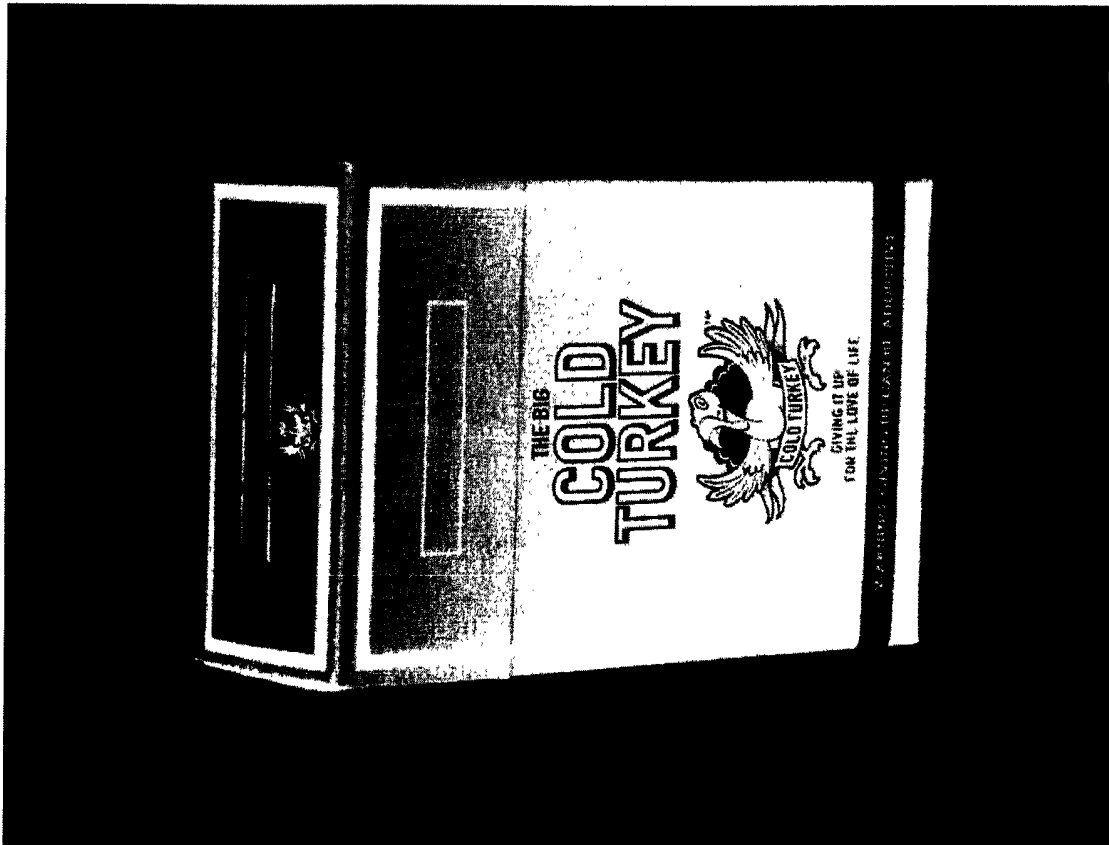


Fig. 11a

12/22



Fig. 12



Fig. 13



Fig. 14a



Fig. 14b



Fig. 14c

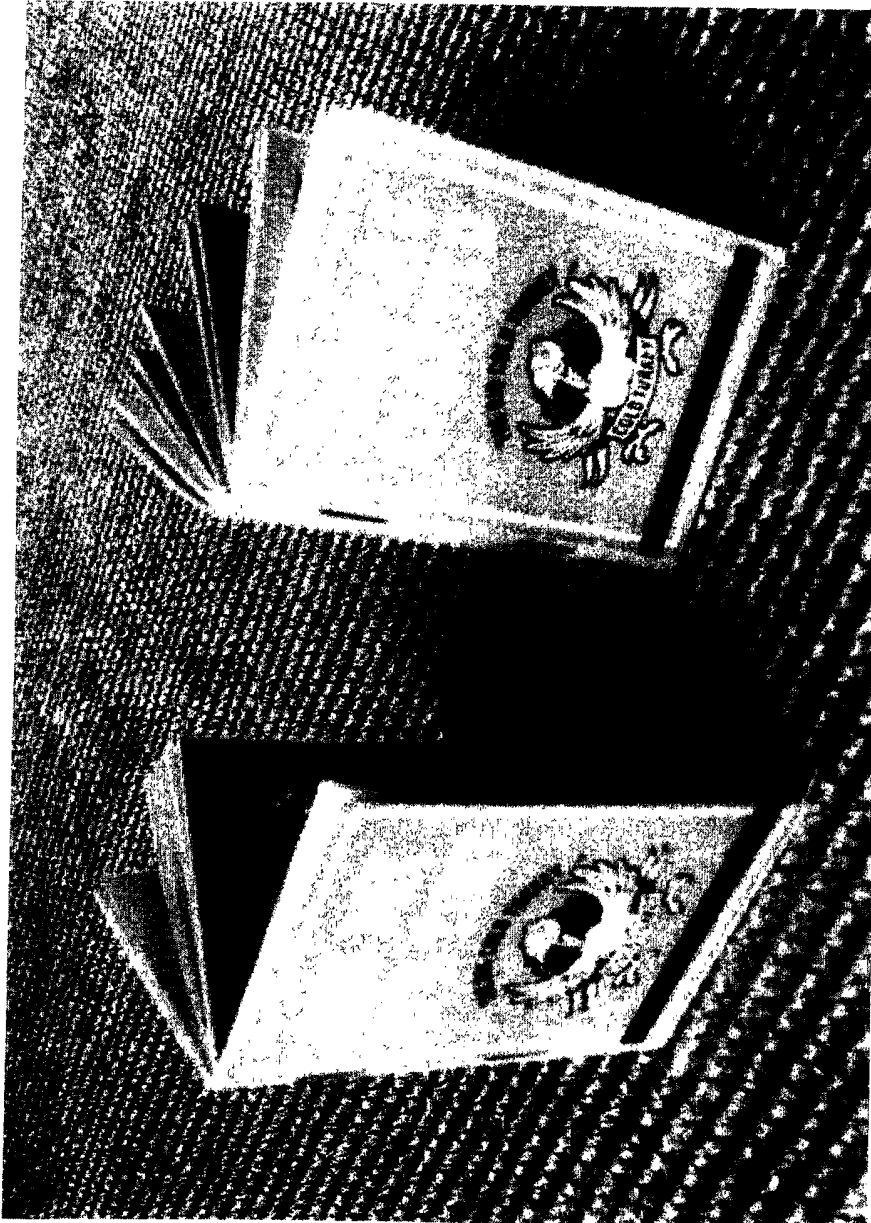


Fig. 15



Fig16b

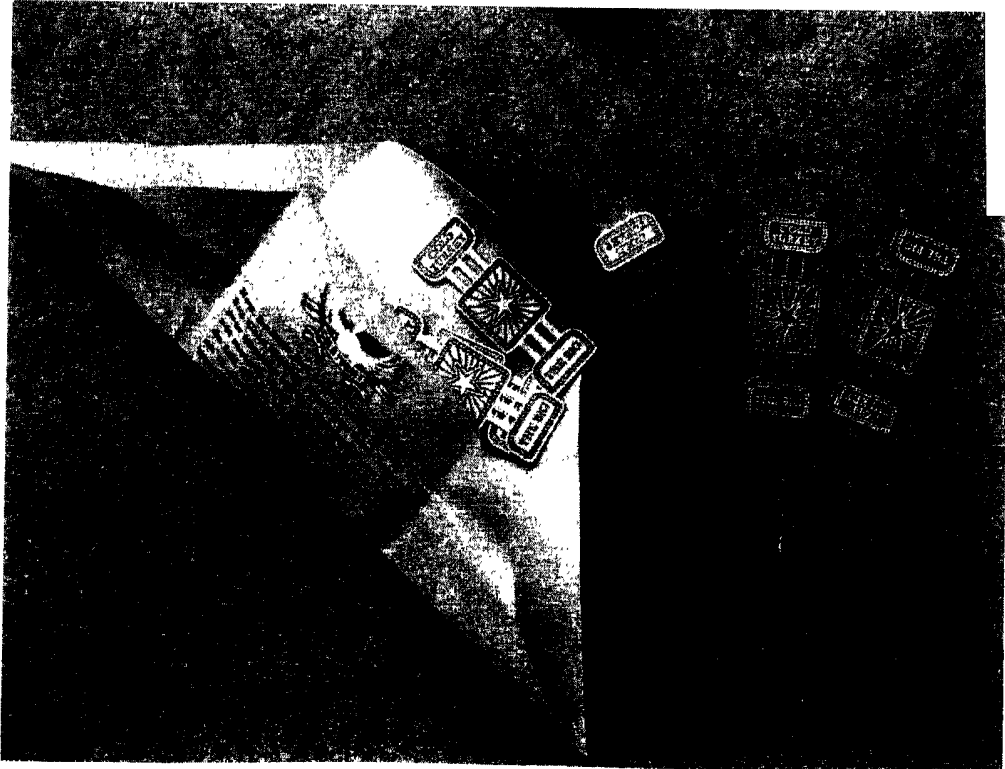


Fig. 16a

17/22



Fig. 17b

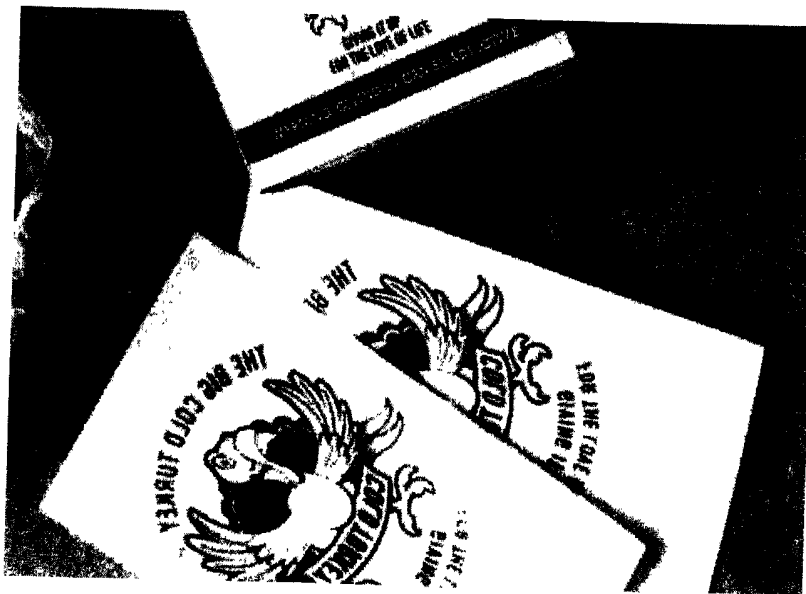


Fig. 17a

17/11





Fig. 19a

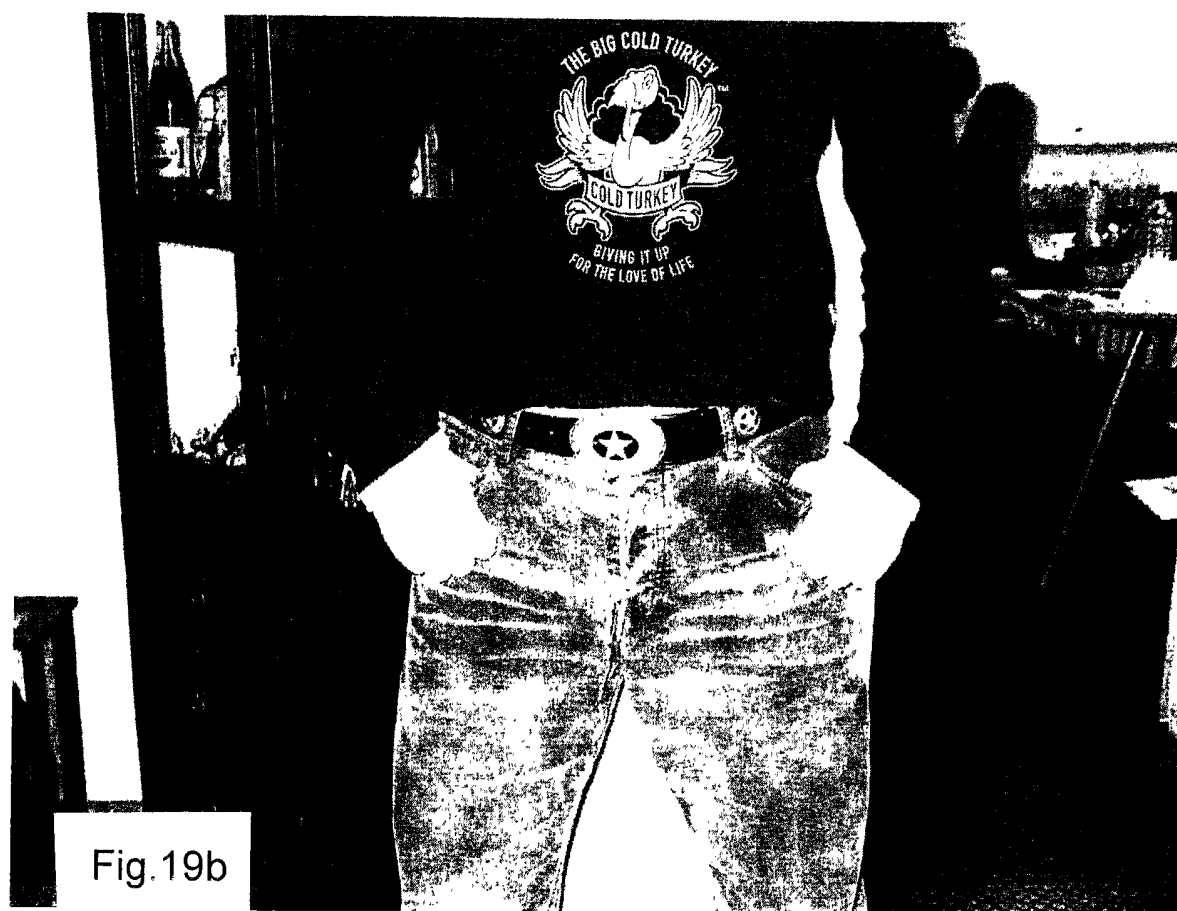


Fig.19b

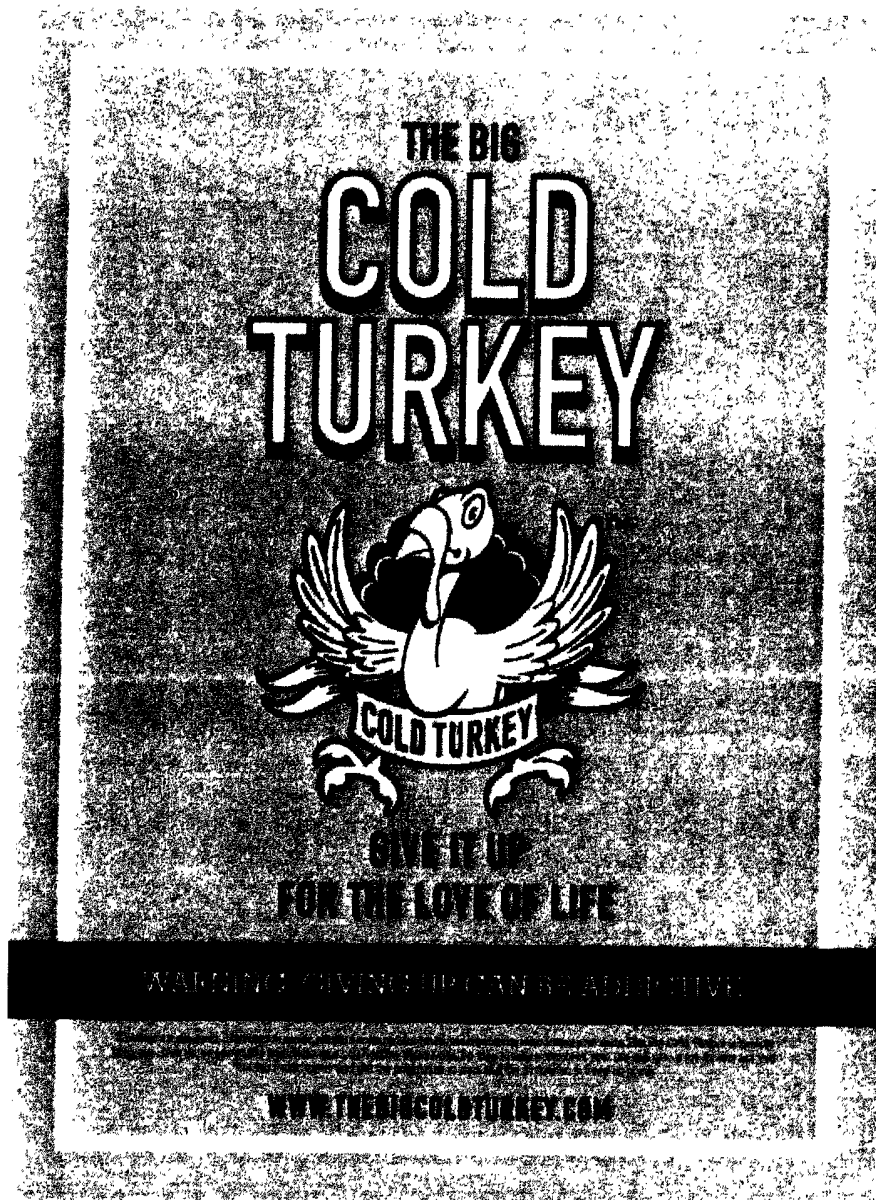


Fig. 20

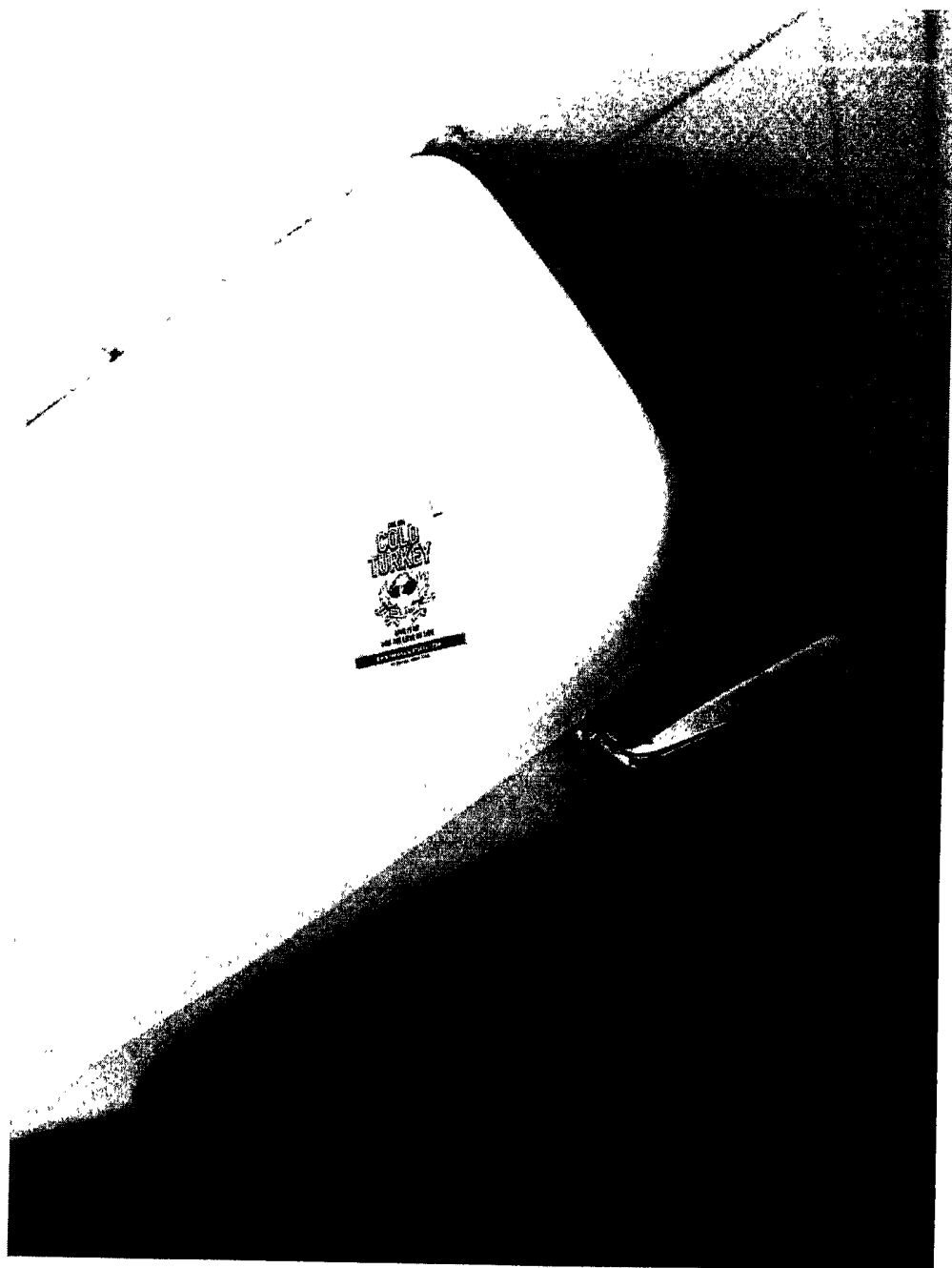


Fig. 21

BRACELET AND USE THEREOF

This invention relates to a bracelet. In particular this invention relates to a charm bracelet. This invention also relates to a system and method for treating addiction and/or rewarding achievement using a bracelet. This invention also relates to a system and method for treating addiction.

Charity-bangles or bracelets are known for indicating membership of a particular charity and/or identification with a particular cause. Typically the colour of the bracelet indicates the particular charity or cause, for example, a yellow bangle may indicate that the wearer supports a cancer charity.

According to a first aspect of this invention there is provided a bracelet for use in a method of treating addiction.

Preferably, the bracelet further comprises a set of charms.

Preferably, the charms indicate the length of time a wearer has abstained from a particular activity.

Preferably, the bracelet further comprises a set of markings, each marking indicating the area of the bracelet to which the charms should be attached.

This important aspect is also provided independently. In accordance with another aspect of the invention, there is provided a bracelet which comprises a set of visual markings indicating areas to which charms may be attached.

Preferably, the bracelet is made from a resiliently flexible material.

Preferably, the bracelet is made from rubber.

More preferably the bracelet is made from silicon.

Preferably the bracelet is pale blue in colour. More preferably, the colour of the bracelet is Pantone™ 304 (coated or uncoated).

Preferably, the markings include numbers.

More preferably, the bracelet includes a set of numbers corresponding to various common running distances. More preferably, the numbers indicated are selected from any numbers in the following group: 1; 2; 5; 10; 21 and 42. Yet more preferably, each of the following numbers is indicated on the bracelet: 5, 10, 21 and 42.

Preferably, the mathematical symbol for infinity is also indicated on the bracelet.

Preferably, the bracelet further comprises an area adapted to display a slogan.

Preferably, the bracelet may be provided in a number of different sizes.

Preferably, the bracelet is provided with a set of charms.

This important aspect of the invention is provided independently. According to another aspect of the invention, there is provided a bracelet which comprises a set of charms, the charms indicating the length of time a wearer has abstained from a particular activity.

According to another aspect of the invention, there is provided a bracelet which comprises a set of charms, the charms indicating particular goals achieved by the wearer.

Preferably, the charms are in the form of clasps. More preferably, the clasps are adapted to be wrapped around the bracelet.

Preferably, the charms are made from metal.

Preferably, the charms comprise areas adapted to display information. More preferably, the charms are adapted to display particular slogans.

Preferably, the charms include a first portion which displays a star, and second portions which display particular slogans.

Preferably, each charm is representative of a number of days of abstinence achieved by a wearer.

Alternatively, the charm may be indicative of a particular goal achieved by the wearer.

This invention also relates to a motivational pack for use in a method of treating an addiction which comprises a bracelet and a set of charms.

Preferably, the pack is in the form of a cigarette pack.

Preferably, the charms are wrapped in a sheet of paper "cocaine-style".

Preferably, the pack may further comprise a badge and/or a sticker.

Preferably, the pack may further comprise a seal for sealing the pack once the contents of the pack have been removed.

Preferably, the pack further comprises any one of the following selection of items: a stick-on tattoo; a diary; and a guide to giving up an addiction.

Preferably, the pack may be provided with a slot, adapted to receive coins.

Preferably, the slot is opened by perforating a cut-out in a surface of the pack.

Preferably, a set of similar packs may be provided as part of a carton.

Preferably, the bracelet may be provided in different sizes. Typically, at least two sizes of bracelet are provided, one suitable for men and the other suitable for women.

According to another aspect, the invention relates to a motivational pack for use in a method of motivating a person to achieve certain goals, the pack comprising a bracelet and a set of charms.

In one embodiment, the pack may be in the form of an egg.

The invention also relates to a method of displaying progress made in fighting any addiction using a common set of visual indicators.

Thus, the same sets of visual indicators are used to indicate any addiction. In this way people having different addictions are united by their common goal of beating an addiction.

Preferably the indicators are representative of the number of days a wearer has abstained from a particular addiction.

A method of motivating a person which comprises a bracelet and a set of charms for use together with the bracelet, the method comprising the steps of rewarding a wearer based on the achievement of particular goals.

In general terms, the invention also relates to a system for motivating an addict to give up an addiction using a reward scheme, comprising a visual indicator which is worn by the addict and which indicates goals achieved by the addict in breaking an addiction.

The system may further comprise providing a website which provides motivation and support to an addict.

Preferably, the website comprises means for uploading content to the website.

Preferably, the website comprises means for searching content located on the website.

Preferably, the website comprises means for linking registered users logged onto the website to one another.

The system may further comprise means for enabling an addict to raise money in the form of sponsorship based on goals achieved in breaking the addiction.

The system may further comprise progress charts.

A number of further important aspects of the invention follow:

- The provision of a companion (training partner) via a website enables cross motivation in giving up an addiction.
- A charm bracelet for use in a substance abuse programme.
- Linking the treatment of an addiction with the concept of training for a marathon, where days of abstinence are associated with particular running distances.
- Use of the same bracelet and clasp device to indicate different types of addiction.
- Downloadable certificates indicating completion of particular goals

In summary the invention relates to:

1. *A unique reward system using the trophies.* In particular, the use of a bracelet or bangle and a set of charms (which are representative of “trophies”) for indicating that a wearer has achieved certain goals. In one example, the system may be applied to the treatment of an addiction, for example, substance abuse, in which a particular trophy is allocated based on abstaining for a certain number of days. In another embodiment the trophy may indicate that the wearer has “started up” something or achieved a particular goal.
2. *Using the Marathon idea of 5k 10k 21k 42k as equivalent to days of giving up.* In particular, a trophy may be allocated based on abstaining for the number of days which corresponds to a common running distance, for example, a 5km, 10km, 21km (half marathon) or 42km (full marathon) running distance. It should be noted that the 5 day point in the breaking of an addiction is fairly significant, since the first five days of abstinence are in general the most difficult. Furthermore, after approximately 40 days of abstinence, most drugs will have completely left the bloodstream. Thus, the link between these running distances and the number of days a person has abstained from an addictive substance is significant.
3. *The paper ‘wrap’ that holds the trophies.* Paper wraps are common for packaging certain drugs like cocaine, and the use of such a wrap as part of a method of treating an addiction may be beneficial from a psychological point of view.
4. *The money slot in the pack that gives you a money saving box.* Preferably, the system for treating an addiction comprises a pack, for example a cigarette pack, which contains the various materials helpful in treating the addiction. In one embodiment the pack is in the form of a cigarette box. In

this case it is provided with a perforated cut-out that enables the cigarette box to be used as a savings or charity box. Thus, money that would otherwise have been wasted on the addiction can either be saved or given to charity. In another embodiment, the pack may be used to reward the achievement of certain goals, for example, in a system for rewarding children, the pack may be used to reward a child who cleans their room or completes their homework. In this case, the pack may be in the form of an egg.

5. *The seal sticker that gives you 'Today' instead of 'Turkey'.* In the case where the pack is in the form of a cigarette pack, which can be converted into a savings or charity box, a logo and/or slogan displayed on the surface of the pack may be transformed using a sticker, which seals the pack. Thus, once the content of the pack has been removed, the pack may be sealed using a sticker having a slogan displayed on the sticker which modifies a pre-printed slogan on the pack.

The invention is now described, purely by way of example, with reference to the following description and appended figures.

Getting started

5

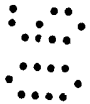
The Big Cold Turkey

A guide to The Big Cold Turkey.

10 The Big Cold Turkey, giving it up for the love of life.

It's time to give up. It's time to take control of your life. Show those nasty little addictions and bad habits who's boss. It's time for The Big Cold Turkey.

15 We all do things we wish we didn't. Smoking, drinking too much, eating too much chocolate, over-spending and biting our nails are just a few examples.



Welcome to The Big Cold Turkey.

20 Giving something up isn't easy. Even deciding to do it is hard work, never mind seeing it through. But we can all do it – we just need a bit of help and encouragement along the way. That's where The Big Cold Turkey comes in. We can't do the giving up for you, but we've made it our mission to give you the inspiration to make a start and the motivation to keep going.

25

So here's the kit that'll help you kick it. It'll be more fun if you've got a buddy who's also trying to give something up, but if you want to be really brave and do it all by yourself you can. By taking part in The Big Cold Turkey you'll be joining other people all over the world in kicking those bad habits that can get a grip on our lives, cost us money, and damage

30 our physical and mental health.

Just some of the things you may want to consider giving up...

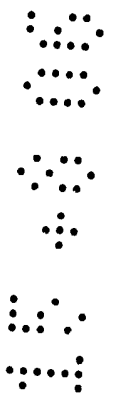
Alcohol, binge drinking, smoking, chocolate, gambling, drugs, shopping, sex, not eating, over eating, sugar, caffeine, biting nails, junk food, speeding, over spending, TV, chat lines, computer games, Internet.

5

How it works

When you're in training for a marathon, you don't do the whole thing on the first day. You build it up, little by little: first 5k, then 10k, 21k and then the full 42k. The Big Cold Turkey works in the same way. You take one step at a time: giving up for periods of 5, 10, 21 or 42 days. Easy peasy.

Well, maybe not that easy. But it's a way of starting you off. You get a chance to build up your confidence and commitment. And after that, who knows? If you stick at it, you might be confident enough to say: 'I've given up for life.'



Length of your marathon	Days to complete	Total number of trophies
5k	5	1
10k	10	2
Half marathon	21	3
Marathon	42	4
Infinity	∞	An honorary member of The Big Cold Turkey

The Big Cold Turkey starter kit

You've taken the first step on a very important journey. You are now officially part of The Big Cold Turkey adventure.

In your starter kit you will find the following goodies to commemorate your commitment:

two badges, a tattoo, a 42-day diary, this booklet, a wristband, four stainless steel trophies for your wristband (to mark your target days) and a seal to turn your pack into a money savings box.

5 As well as your Big Cold Turkey starter kit (see Figures 1 and 2), you will also need:

1. Determination
2. Willpower
3. A companion
4. A good reason

10 5. Lots of strength

The steps

1. Choose your big day
- 15 2. Choose how many days you'll do
3. Make the commitment
4. Put your trophies somewhere safe until you need them
5. Use your 42-day diary
6. Start saving money
- 20 7. Kick it (and keep on going)

The four stages of The Big Cold Turkey.

For every stage of The Big Cold Turkey you complete, you earn a trophy to add to your
25 wristband. This will remind you of how far you've come. It will also signal to others your commitment to giving it up (see Figure 3).

How to attach your trophy.

30 As you complete each stage of The Big Cold Turkey you earn a trophy to attach to your wristband (see Figure 4).

1. Fold your trophy at the first set of creases to a 45° angle and then place it over the correct number.
2. Fold the rest of the trophy round and under your wristband and press firmly in place.

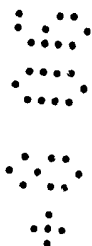
5

Preparing for your big day

This is an important step. Don't necessarily choose 'tomorrow'. Choose a day that'll give you the time you need to psyche yourself up and get you thinking positively. You could use the time between now and then to do a bit of research and remind yourself about all the nasty, negative aspects of your habit and to have a think about all the positive things about giving up. Maybe you could contact a relevant support group too. You can find useful links on The Big Cold Turkey website.

15 www.thebigcoldturkey.com

Make the commitment (see Figure 5)



The easiest way of making the commitment to start your journey is to do The Big Cold Turkey with a buddy. If you're stuck without a companion, you can register with other people on The Big Cold Turkey website.

20

As part of your commitment, sign and date the booklet in your kit, swap it with your buddy, and register together as a team on The Big Cold Turkey website.

25

When your chosen day arrives, put on your wristband, and maybe even your badges and tattoo. Now the world knows how dedicated you are. You might even encourage others to give something up too.

30 Join others

You can log on to our website and choose one of our designated starting dates to run The Big Cold Turkey with other people all over the world. Remember to pick the date that fits best with you. And don't worry, we've got a new starting date every week (see Figure 6).

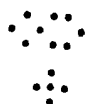
5

Make a difference

While you're there, you can also download The Big Cold Turkey official sponsorship form (see Figure 7). Finding your own sponsors will give you another reason to succeed. All the money you raise can go to a cause of your choice, so you'll feel doubly good.

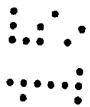
Start saving

Once you have tipped all the goodies out of your Big Cold Turkey box, you can seal it and use it as a money box and start saving the money you would otherwise be spending on your habit (see Figure 8). If your habit didn't cost anything, why not save money anyway and give it to someone who may need it more than you? Think what you could save in 42 days (another reason to be cheerful).



20 1. Carefully punch out the perforated edge of the money slot.

2. Now seal you pack with the saving seal. Make sure you correctly align the sticker to reveal the new message.



25 Why not give something up and help others.

We'll donate 10% of our profits to support the real victims of drink and drug related misery – children from broken families and victims of domestic violence.

30 We'll also use the money to support young people at risk from drug and alcohol related abuse and support the fight against obesity in children.

The more Big Cold Turkey kits you buy, the more people we can help. If you fancy chipping in, buy a Big Cold Turkey kit and give it to a stranger (they might just thank you for it).

5

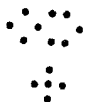
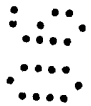
For the latest information about the charities we support, log on to our website.

www.thebigcoldturkey.com

10

Glossary of terms.

While you are on The Big Cold Turkey, you may come across some terms that you might not understand at first. Here's a guide to some of them. If you come up with some new ones yourself, feel free to send them to us and we might even include them on our website. Send your suggestions to: us@thebigcoldturkey.com



20

- Fresh turkey: Someone who's just started The Big Cold Turkey.
- Frozen turkey: Fallen off the wagon and preparing to start again.
- Flakey turkey: Telling people you're going to give up but you never seem to get started.
- Stuffed turkey: Giving something up but replacing it with something worse.
- Battery turkey: Trapped in a vicious circle of bad habits and not knowing where to start.
- Perky turkey: Half way through your Big Cold Turkey marathon.
- Bitter turkey: Feeling resentful about the things you have had to give up and can't have.
- Dirty turkey: Grassing on other contestants.

25

30

Get your certificate

As you complete each stage of The Big Cold Turkey, you will be able to download a certificate to commemorate your achievements. If you want you can hang it on your wall (see Figure 9).

5

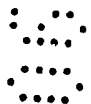
Write down the things you want to give up, sign it, date it and then swap this booklet with your Cold Turkey buddy.

Further aspects of the invention are now described.

10

The Big Cold Turkey – Giving it up for the love of life.

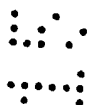
The idea is very simple. Based on our own experience of trying to give up things that we don't want to do, we decided to create a new idea that makes 'Giving up' cool rather than
15 nerdy. Because the idea is based on an individual giving up whatever they want to give up, it means lots of different people can be united together in a common cause, giving up a variety of things.



It basically works on the same principle as training and running the London marathon –
20 working up from 5k, 10k and 21k to the full marathon – 42k, only this time it's in terms of days – 5, 10, 21 and 42 days.



Inspired by the yellow Lance Armstrong - Livestrong™ wristbands we've taken it a step further and created a system using stainless steel trophies that reward and mark the
25 stages of the marathon. The whole thing comes in a shrink wrapped, cigarette-box sized pack and includes: A getting started booklet, 4 stainless steel trophies in a paper wrap, 2 button badges, a 42-day diary – 'One day at a time' and a transfer tattoo.



Once you've opened the pack you can re-seal it and use it as a savings box. There is
30 also a website to log on to, allowing people to join others around the world. From the website you can download your own Big Cold Turkey sponsorship form, 4 certificates to

commemorate each stage and The Big Cold Turkey song to help you when the going gets tough.

The product is currently in production so please excuse the mock ups.

5

We have also set up a foundation to donate 10% of all our profits to support young people living with the effects of addiction.

The packs will be sold whole sale at £7.00 and can retail for £10.00. The unit cost will
10 come down significantly when we do the second run of 100,000.00. The first batch is limited to 10,000.00, split into two wristband sizes S/M, M/L (Men and Women).

The Big Cold Turkey pack. Same size as a cigarette pack (see Figure 10).

15 Top of pack perforated to make a savings box (see Figures 11a and 11b).

The pack – two sized armbands (see Figure 12).

Seal sticker for saving (see Figure 13).

20

100% silicon armband (see Figures 14a, 14b and 14c).

Getting started booklet and 42-day diary – ‘One day at a time’ (see Figure 15).

25 Wrap with trophies (see Figures 16a and 16b).

Tattoo and button badges (see Figures 17a and 17b).

Lucy with her Big Cold Turkey transfer tattoo from the pack (see Figure 18).

30

T-shirts (see Figure 19a and 19b).

Sticker for public toilets (see Figure 20).

Stickers stuck on the back of toilets in bars and clubs across the West End (see Figure 5 21).

The invention is further described with reference to the web-site printouts shown in the Appendix.

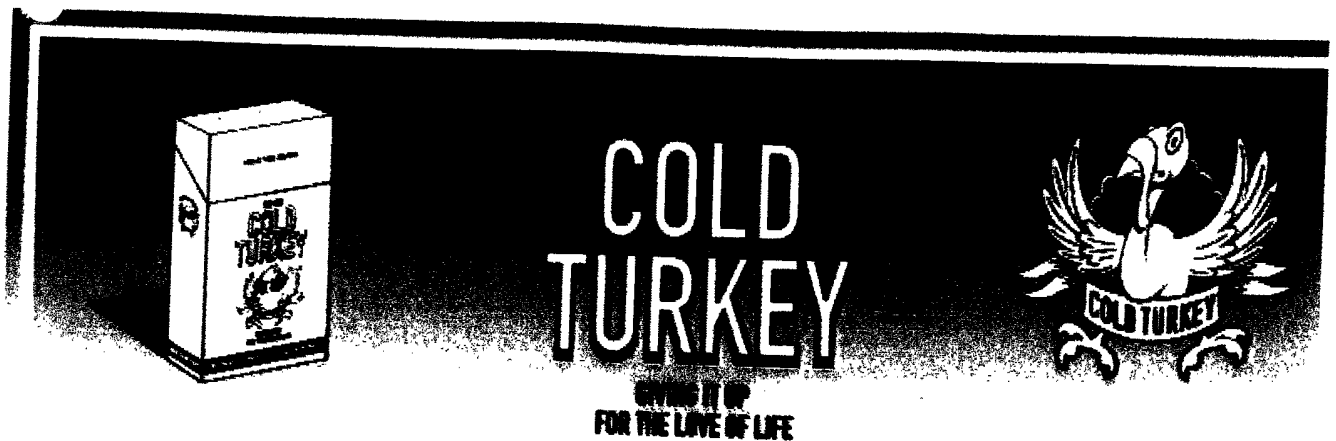
10 It will be understood that the present invention has been described above purely by way of example, and modifications of detail can be made within the scope of the invention.

Each feature disclosed in the description, and (where appropriate) the claims and drawings may be provided independently or in any appropriate combination.

15

Any feature in one aspect of the invention may be applied to other aspects of the invention, an any appropriate combination. In particular, method aspects may be applied to apparatus aspects, and vice versa.

20 The invention extends to methods and/or apparatus substantially as herein described with reference to the accompanying drawings.



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Introduction

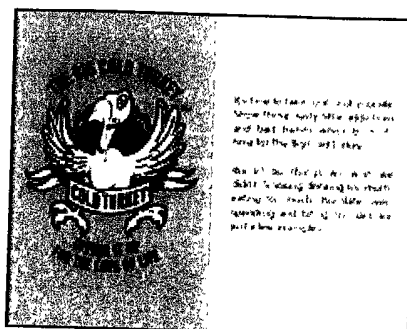


Whether it's smoking, drinking too much, eating too much chocolate, overspending, even biting your nails, The Big Cold Turkey is here to help you show those nasty little addictions and bad habits who's boss. It's time to take control of your life and give it up. So why not join The Big Cold Turkey and get the inspiration to start and the motivation to keep on going.

What is The Big Cold Turkey?

The Big Cold Turkey is an idea that makes giving up a lot more fun. Individuals can choose to give up whatever they want which means anyone and everyone can do it.

It is based on the same principle as training and running a Marathon, working up from 5km, 10km and 21km to the full marathon 42km! Only this time it's in terms of days - 5, 10, 21 and 42 days.



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Dealers target schools

Premiership players fall off the band wagon

Sex, drugs and chocolate roll off the wristband wagon

Police called to celebrity Turkey bust up

Paul Smith now stocking The Big Cold Turkey kits!

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Password:

Why not register and join The Big Cold Turkey?

Once you have registered

you can access all of our FREE downloads!

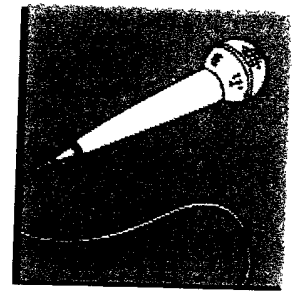
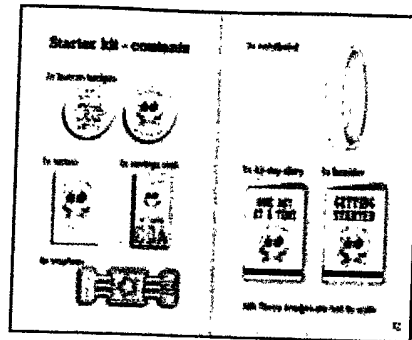
[Register now!](#)

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The Big Cold Turkey uses a silicone wristband and has a uniquely created reward system of using stainless steel trophies that reward and mark the stages of the marathon.

The Big Cold Turkey comes in a shrink wrapped, cigarette-box sized pack and includes: A Getting Started booklet, 4 stainless steel trophies in a paper wrap, 2 button badges, a 42-day 'One day at a time' diary and even a transfer tattoo. Once you've opened the pack you can re-seal it and use it as a savings box.

A charitable Foundation has been established to donate 10% of all profits to young people at risk from addiction and bad habits.



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The Foundation

Put Your Money where Your Mouth is!

At the Big Cold Turkey we have set up our own foundation...

We'll donate 10% of our profits to support the real victims of drink and drug related misery - children from broken families and victims of domestic violence.

We'll also use the money to support young people at risk from drug and alcohol related abuse and support the fight against obesity in children.

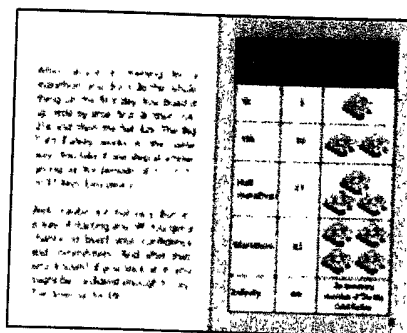
If you would like to raise money yourself while you are giving something up, and then donate the money to your own chosen cause, you can download The Big Cold Turkey official sponsorship form from our download section. Click here to go straight there!

Staying on the wagon

Giving up is a new start. So try some other new stuff at the same time. Go to some new places. Meet some new people. Take your kite to the park. Start a new hobby. Even

How it works

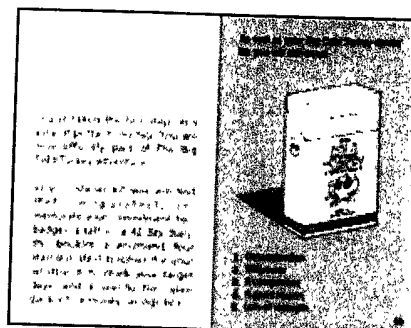
When you're in training for a marathon, you don't do the whole thing on the first day. You build it up, little by little: first 5k, then 10k, 21k and then the full 42k. The Big Cold Turkey works in the same way. You take it one step at a time: giving up for periods of 5, 10, 21 or 42 days. Easy peasy.



Starter Kit

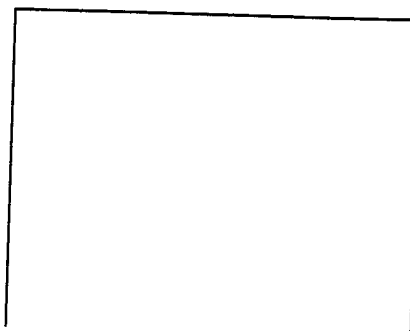
You've taken the first step on a very important journey. You are now officially part of The Big Cold Turkey adventure.

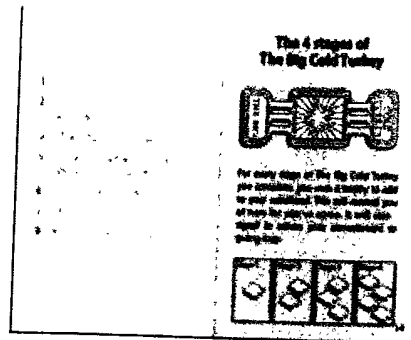
Once you have bought your starter kit you can start to think about what it is you would like to give up. These are just some of the things you might want to give up: Alcohol, Binge drinking, Smoking, Chocolate, Gambling, Drugs, Shopping, Sex, Not eating, Over eating, Sugar, Caffeine, Biting nails, Junk food, Speeding, Over spending, TV, Chat lines, Computer games, Internet.



The steps

- 1 Choose your big day
- 2 Choose how many days you'll do
- 3 Make the commitment
- 4 Put your trophies somewhere safe until you need them
- 5 Use your 42-day diary
- 6 Start saving money
- 7 Kick it (and keep on going)





new cycle route might do the trick. And if you're really struggling, join a support group.

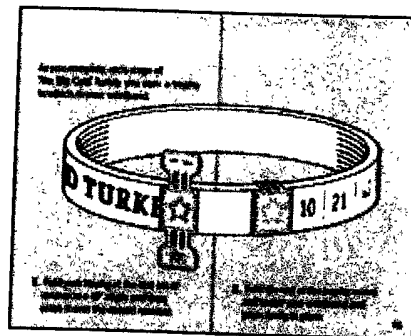
See our [support section](#) for useful links



You can also join **We Are What We Do** and get the book for lots of great ideas to be getting on with and help to keep you focused.

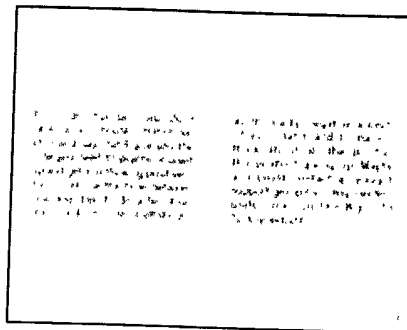
Your trophy

As you complete each stage of The Big Cold Turkey you earn a trophy to attach to your wristband.



Prepare For The Big Day

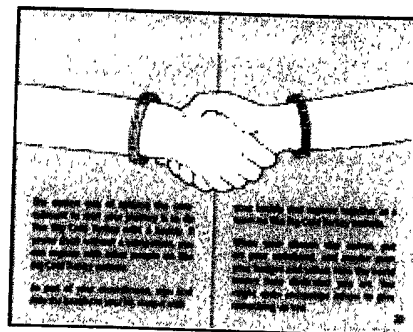
This is an important step. Don't necessarily choose 'tomorrow'. Choose a day that'll give you the time you need to psyche yourself up and get you thinking positively. Maybe you could contact a relevant support group, too?



Make The Commitment

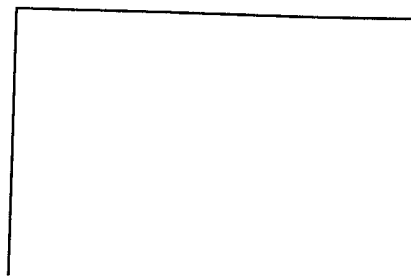
The easiest way of making the commitment to start your journey is to do The Big Cold Turkey with a buddy.

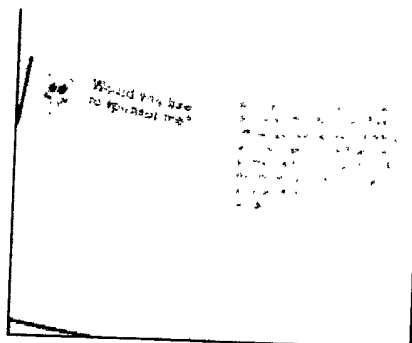
When your chosen day arrives, put on your wristband, and maybe even your badges and tattoo. Now the world knows how dedicated you are. It might even encourage them to do the same.



Make a difference

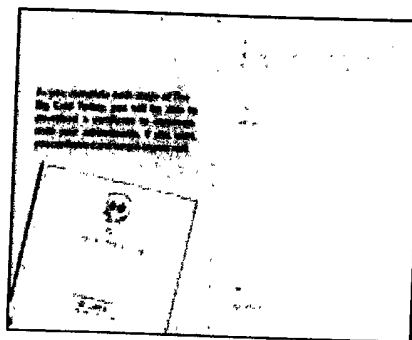
While you're on this web site, you can download The Big Cold Turkey official sponsorship form. Finding your own sponsors will give you another reason to succeed. All the money you raise can go to a cause of your choice, so you'll feel doubly good.



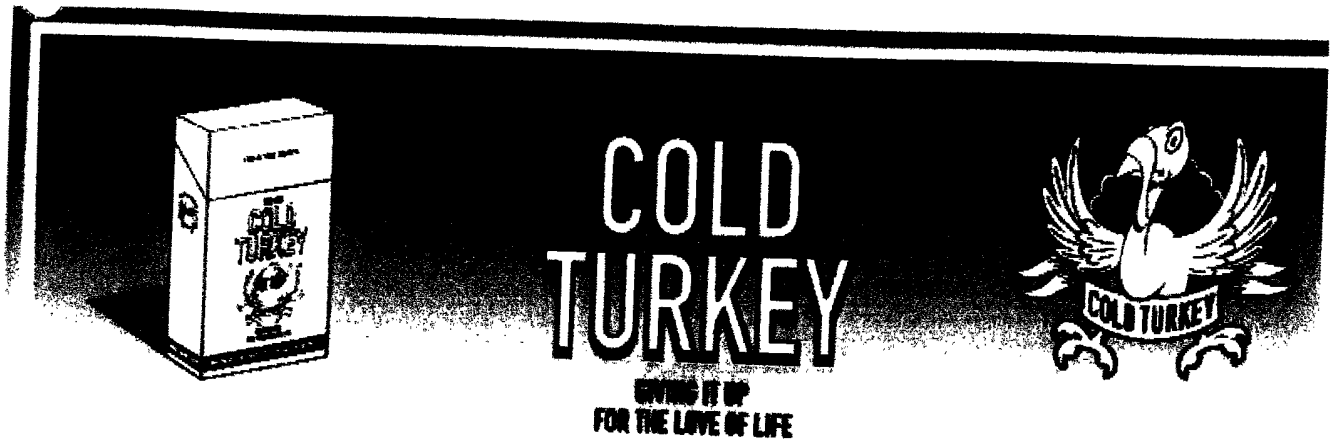


Get your certificate

As you complete each stage of The Big Cold Turkey, you will be able to download a certificate to commemorate your achievements. If you want, you can frame it and hang it on your wall.



This is just a snippet of what is in your Getting started booklet. For further reading and to start your detox marathon go to 'Buy Pack' and order The Big Cold Turkey starter kit. And don't forget to look out for the many more downloads you can get for free as you go through the site. Good luck and stay cool.



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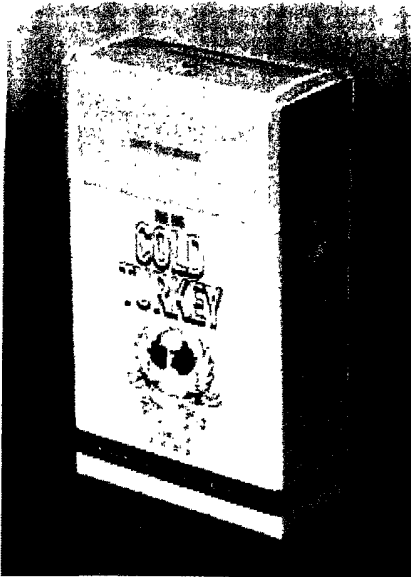


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The Big Cold Turkey Starter Kit

When you empty your starter kit you will find the following goodies to commemorate your commitment: two badges, a tattoo, a 42-day diary, a Getting Started booklet, a wristband, four stainless steel trophies for your wristband (to mark your target days) and a seal to turn your pack into a money savings box.



The pack



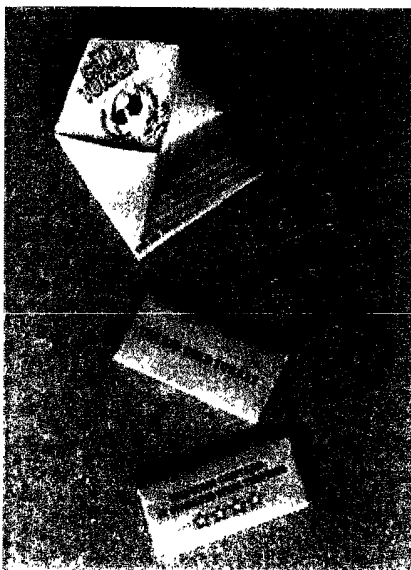
Open pack



100% silicone wristband



Button badges



Wrap with trophies



Wrist band with trophies

Your Final

Submit

The Foundation

Put Your Money where Your Mouth is!

At the Big Cold Turkey we have set up our own foundation.

We'll donate 10% of our profits to support the real victims of drink and drug related misery - children from broken families and victims of domestic violence.

We'll also use the money to support young people at risk from drug and alcohol related abuse and support the fight against obesity in children.

If you would like to raise money yourself while you are giving something up, and then donate the money to your own chosen cause, you can download The Big Cold Turkey official sponsorship form from our download section. [Click here to go straight there!](#)

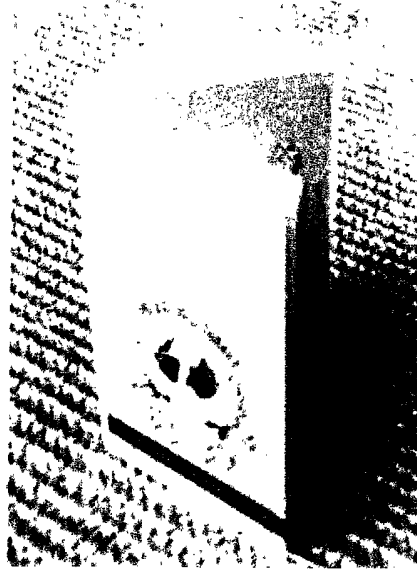
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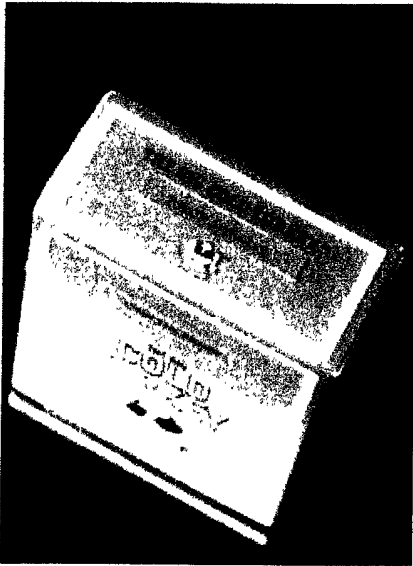
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Getting Started booklet



42 Day Diary



Punch out perforation



and seal box with sticker



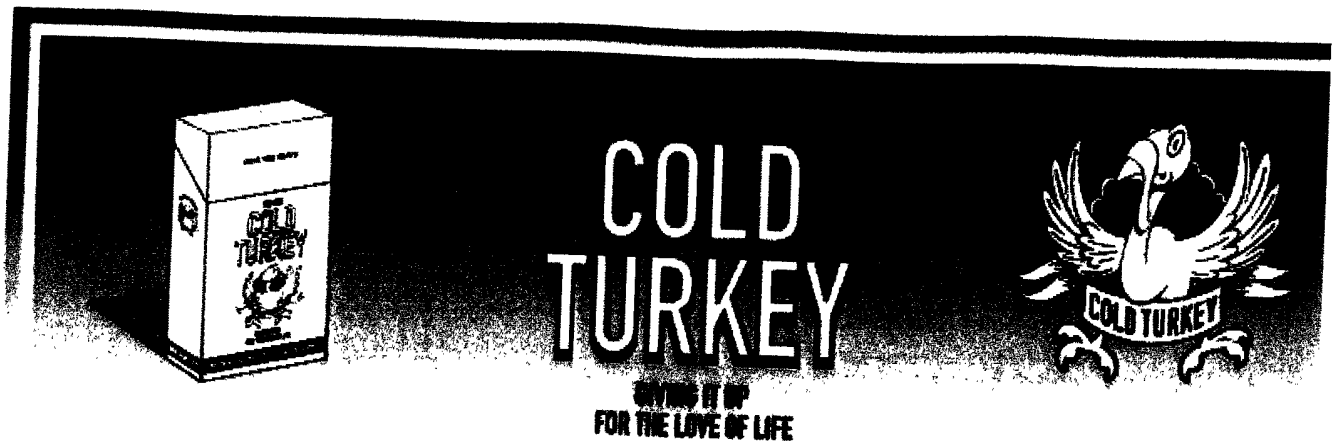
Tattoo



Stick on the Tattoo

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1 8 0 0 1 2 3 4 5 6 7 8 9



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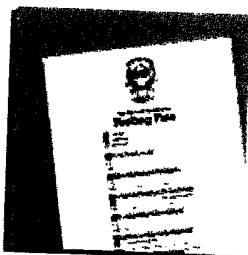
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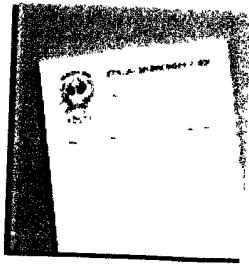
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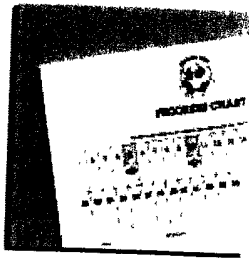
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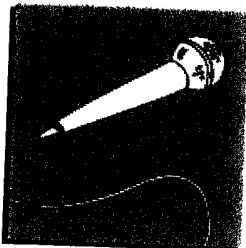
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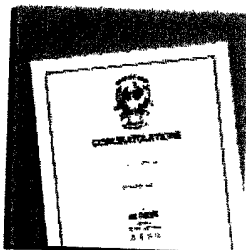
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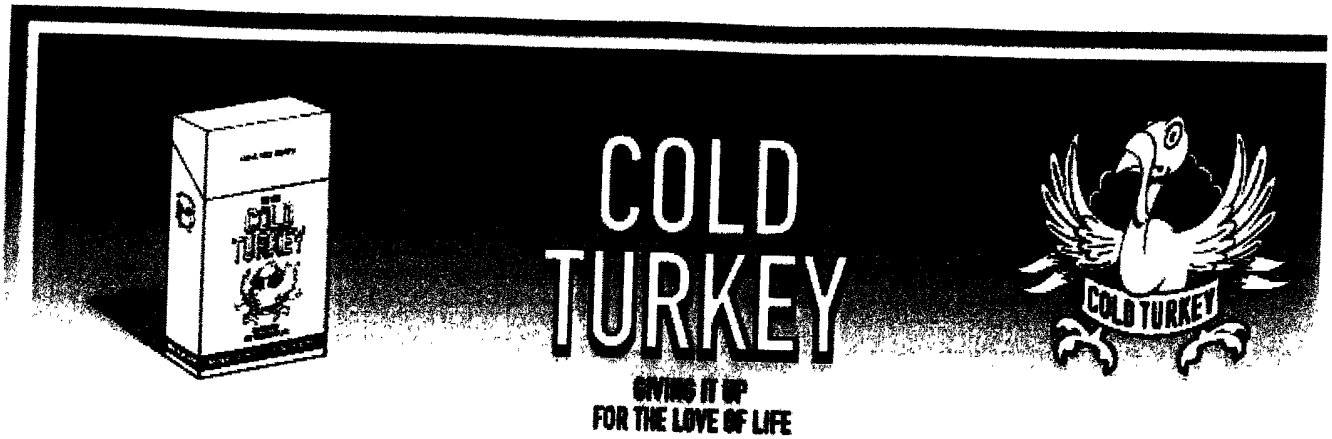


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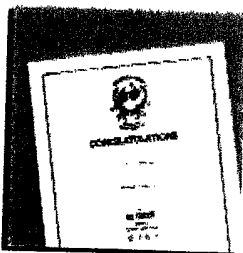


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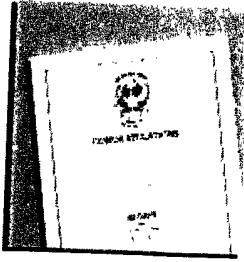
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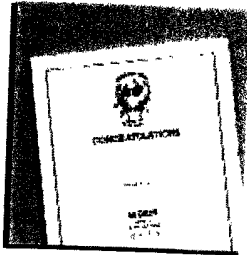
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The Big Cold Turkey song Feeling Fine

- ☐ Lead singer
- ☐ Backing singer
- ☐ Special guest

☐	Tut, Tut, I'm out'a my mind
☐	
☐	

☐	the heat's building up but I'm feeling fine
☐	
☐	

☐	my heart goes, boom boom, I'm out on the track
☐	-----weh-heeeeeeeeeey
☐	

☐	it's a big fat feeling I've been looking for
☐	
☐	

☐	and I know, yes I know, that the futures bright
☐	-----oooooooooooooh-----
☐	

☐	-----and I'm feeling fine
☐	the futures bright-----
☐	

☐	-----the crowds go weh-hey
☐	I'm feeling fine-----weh-hey
☐	



the ceiling is high, birds take off to a sunny sky

and the big boys go round and around
big boys

speeding right up to the victory cry

and I know, yes I know
oooooooooooooooooh

it's gonna be fine-----
-----it's gonna be fine

coz the futures bright-----
-----the futures bright

and I know it's mine-----
-----it's gonna be fine

coz the futures bright-----
-----the futures bright

Tut, Tut, I'm out'a my mind

the heats building up but I'm feeling fine

my heart goes, boom boom, I'm out on the track
-----weh-heeeeeeeeeey



it's a big fat feeling I've been looking for

and I know, yes I know, that the futures bright

oooooooooooooooooh

and I'm feeling fine
the futures bright

the futures bright
I m feeling fine

and I'm feeling fine
the futures bright

I'm feeling fine

Boom Boom I'm out on the track
big boys

Boom Boom I'm out on the track
big boys

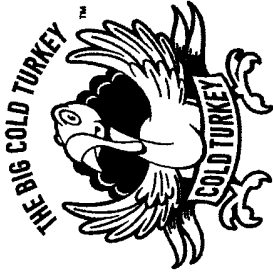
Boom Boom I'm out on the track
big boys

Boom Boom I'm out on the track
big boys



I (name)
 am giving up
 on (date) for days and would like you to sponsor
 me so that I can raise money for (charity)
 signed date

[illegible]



Tick the boxes below as you complete each day of your Big Cold Turkey marathon

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21
22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42

I (name) am giving up for days, starting on (date).....



CONGRATULATIONS

This is to certify that

successfully gave up

for

5 DAYS

whilst on

The Big Cold Turkey



Signed

Dated



CONGRATULATIONS

This is to certify that

successfully gave up

for
10 DAYS
whilst on
The Big Cold Turkey



Signed _____

Dated _____



CONGRATULATIONS

This is to certify that

successfully gave up

for

21 DAYS

whilst on

The Big Cold Turkey



Signed

Dated



CONGRATULATIONS

This is to certify that

successfully gave up

for

42 DAYS

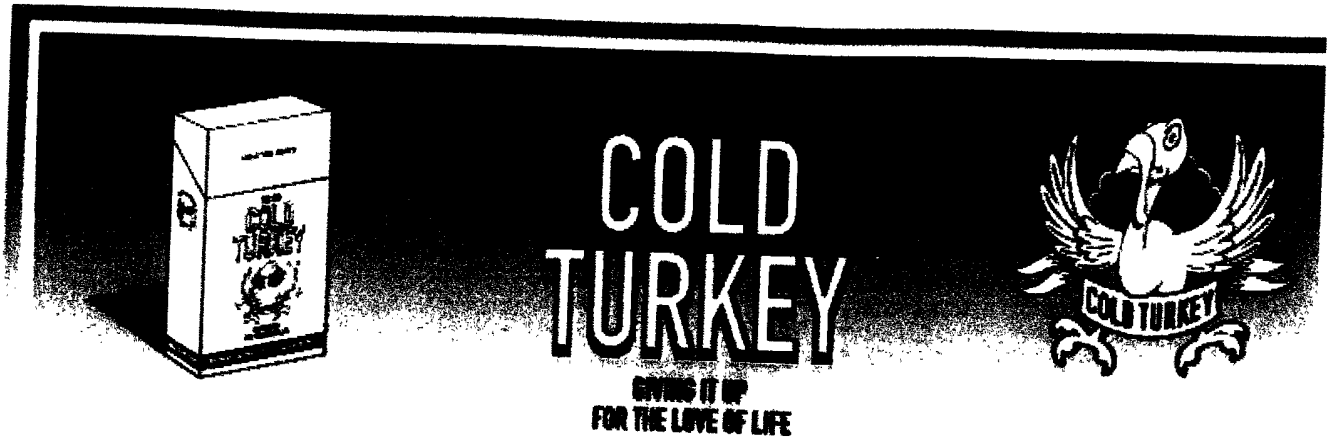
whilst on

The Big Cold Turkey

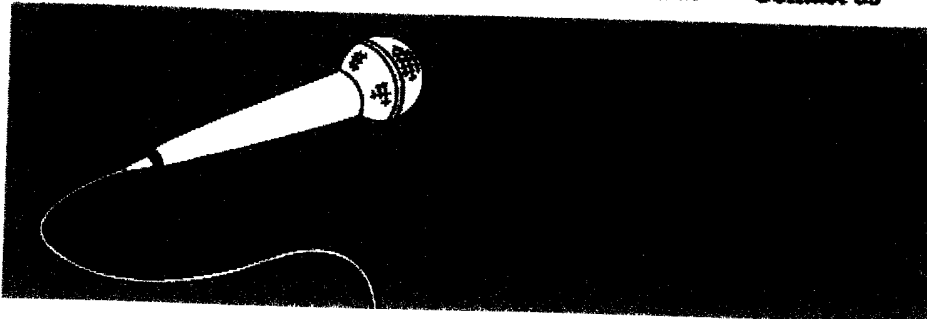


Signed

Dated



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We'll donate 10% of our profits to support the real victims of drink and drug related misery - children from broken families and victims of domestic violence.

We'll also use the money to support young people at risk from drug and alcohol related abuse and support the fight against obesity in children.

If you would like to raise money yourself while you are giving something up, and then donate the money to your own chosen cause, you can download The Big Cold

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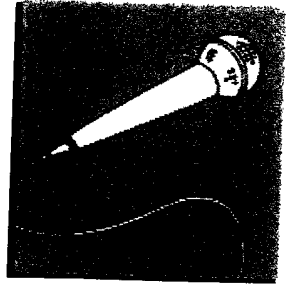
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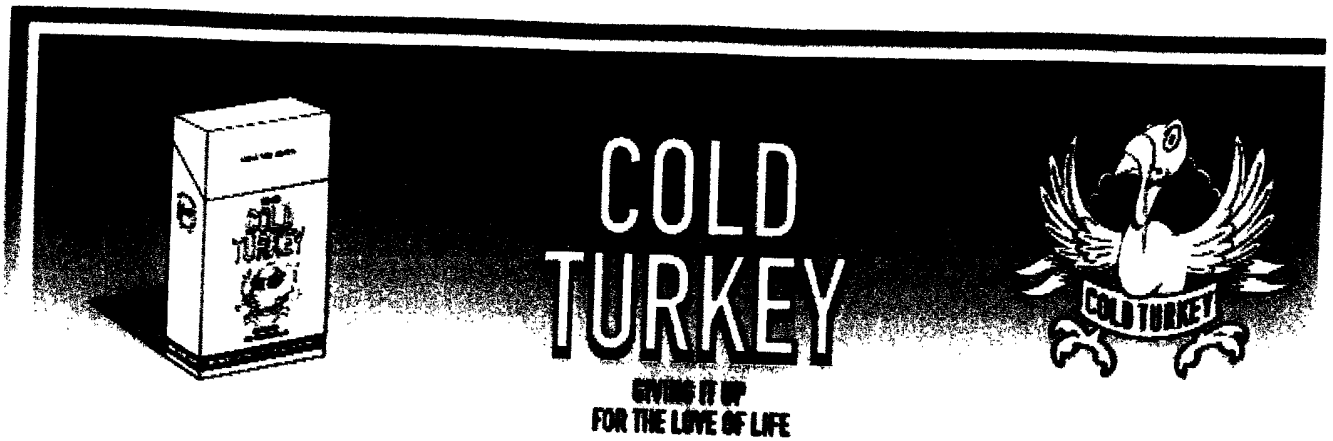


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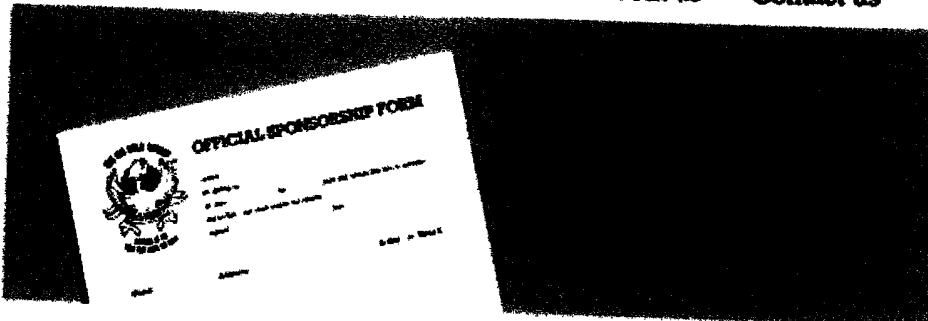
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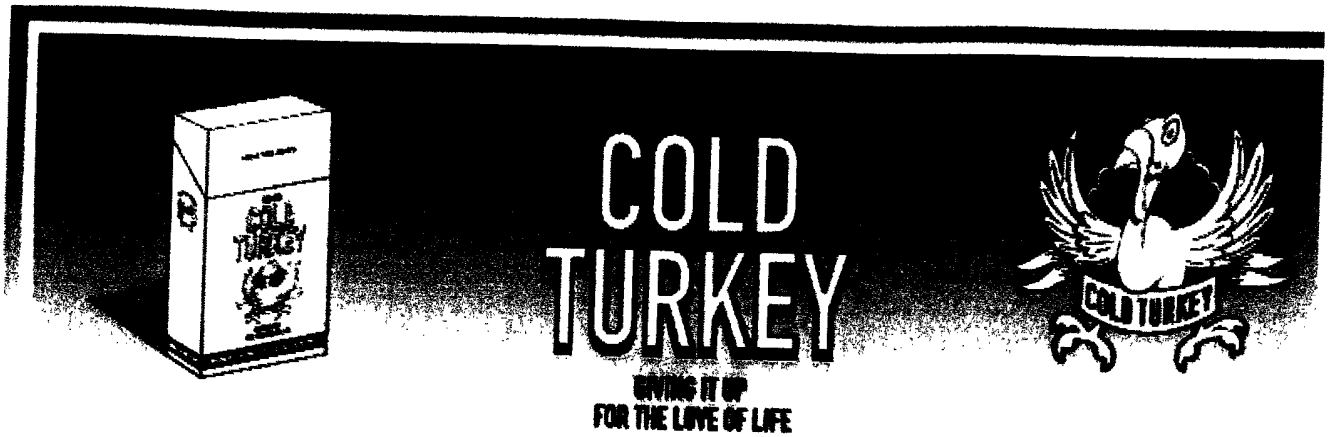
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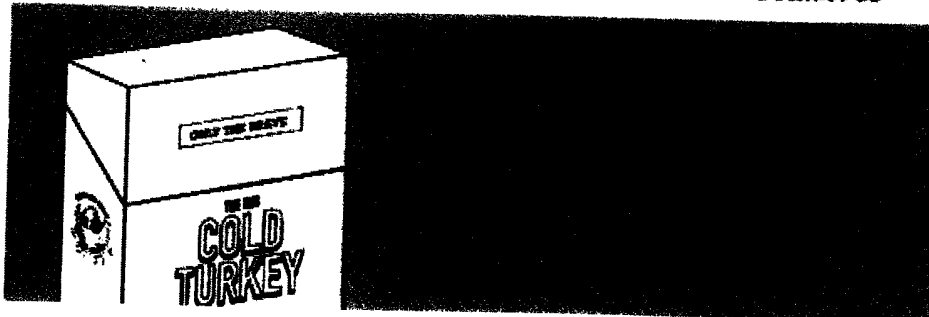
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The Big Cold Turkey Glossary

Fresh Turkey

Someone who's just starting The Big Cold Turkey

Flaky Turkey

Telling people you're going to give up but you never seem to get started

Frozen Turkey

Fallen off the wagon and preparing to start again

Strong Turkey

Giving up smoking and drinking at the same time

Porky Turkey

Telling people you gave it up when you didn't

Runaway Turkey

Not wanting to give it up

Honorary Turkey

Giving it up for good and helping others do the same

Stuffed Turkey

Giving something up but replacing it with something worse

Quorn Turkey

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Giving up meat

Holy Turkey

Self-righteous winner

Hired Turkey

Getting someone else to give something up on your behalf

Organic Turkey

Giving up all known toxins

Talkie Turkey

Telling all your friends about what you're giving up

Wacky Turkey

Giving up everything

Battery Turkey

Trapped in a vicious circle of bad habits and not knowing where to start

Perky Turkey

Half way through the Big Cold Turkey marathon

Flirty Turkey

Meeting and socialising with other Big Cold Turkey contestants

Turkey Nuggets

Another phrase for the Big Cold Turkey wrist band trophies

Humble Turkey

Doing the Big Cold Turkey on your own and only telling your cat

Rescue Turkey

Helping a friend get through the last part of the Big Cold Turkey marathon

Overcooked Turkey

Wearing more than six wristbands

Red Hot Turkey

Giving up chillies

Alternative Turkey

Wearing the Big Cold Turkey wrist band around your ankle

Headless Turkey

Ignoring advice and sticking your beak in the sand

Grumpy Turkey

2nd day of giving up

Power Turkey

Doing the Big Cold Turkey marathon as a team

Smug Turkey

Giving something up that isn't really a habit or addiction

Left over Turkey

Breaking away from the pack when others continue The Big Cold Turkey

Put Your Money where Your Mouth is!

At the Big Cold Turkey we have set up our own foundation...

We'll donate 10% of our profits to support the real victims of drink and drug related misery - children from broken families and victims of domestic violence

We'll also use the money to support young people at risk from drug and alcohol related abuse and support the fight against obesity in children

If you would like to raise money yourself while you are giving something up, and then donate the money to your own chosen cause, you can download The Big Cold Turkey official sponsorship form from our download section. Click [here](#) to go straight there!

Staying on the wagon

Giving up is a new start. So try some other new stuff at the same time. Go to some new places. Meet some new people. Take your kite to the park. Start a new hobby. Even new cycle route might do the trick. And if you're really struggling, join a support group

See our [support](#) section for useful links.



You can also join [We Are What We Do](#) and get the book for lots of great ideas to be getting on with and help to keep you focused

Contact

Need to contact The Big Cold Turkey?

[Click Here](#)

Burnt Turkey

Given up many times, failed and given up giving up

Slippery Turkey

Might not make it to the 42 days

Anxious Turkey

Preparing to do The Big Cold Turkey non stop 42 - day marathon

Green Turkey

An envious Turkey, jealous of another Turkey's progress and success

Bitter Turkey

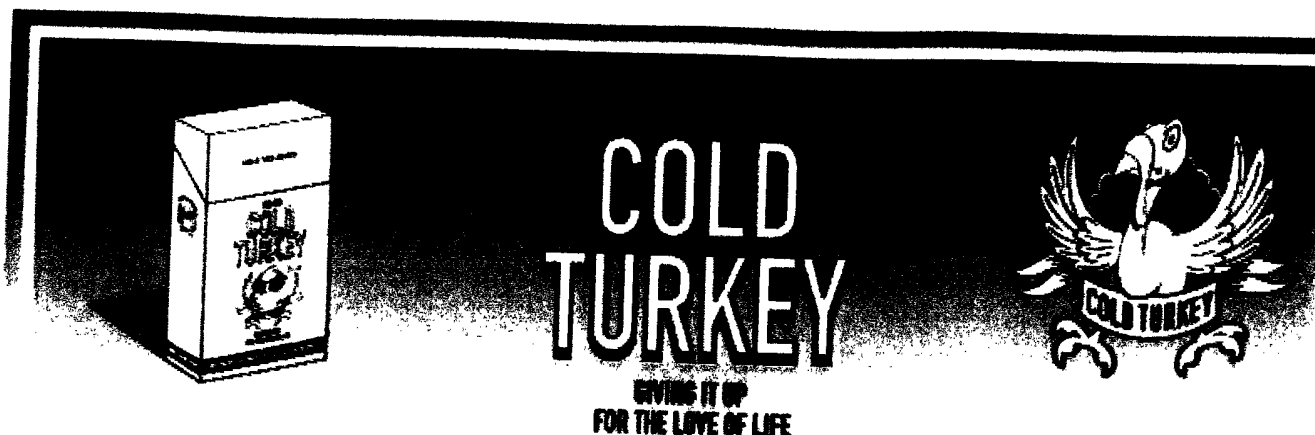
Feeling resentful about the things you have had to give up and can't have

Naughty Turkey

Using profanities whilst doing the Big Cold Turkey

Dirty Turkey

Grassing on other contestants



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Password:

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The Big Cold Turkey Support Links

If you'd like specific support for your addictions and bad habits, you may find one of the following links useful. Support ranges from smoking, drink and drug related addictions to Internet, gambling, spending and food related addictions.

Talk to Frank

This is a drugs information website especially put together for teenagers. It explains the different types of drugs and their effects in a very straightforward and easy to understand manner. As it is designed specifically for teenagers in mind, it offers information in a quirky way on getting help with every level of use at any age.

Addiction Search

A gateway site that has many helpful links for addictions ranging from substances, gambling, eating disorders, compulsive sexual behaviour and internet overuse. It's a bit American, as are many of the links, but it does have good resources for every stage of addiction, prevention, treatment and on the 'war on drugs'.

Addiction Recovery Foundation

This is the website for the widely-read Addiction Today magazine. Not only does this site boast great information and advice for people suffering from alcohol and drugs, but it has a confidential support line. The ARF is committed to working in partnership with agencies in the voluntary sector, promoting research into recovery methods and providing training, information and advice to primary carers on alcohol and drug dependency.

Why not register and join The Big Cold Turkey?

Once you have registered

you can access all of our FREE downloads!

[Register now!](#)

Latest News

Dealers target schools

Premiership players fall off the band wagon

Sex, drugs and chocolate roll off the wristband wagon

Police called to celebrity Turkey bust up

Paul Smith now stocking The Big Cold Turkey kits!

The Foundation

Ash

Ash is a hard-line group that aims to 'reduce tobacco use and ultimately tackle the epidemic of disease and death that it causes'. They are a campaigning public health charity aimed at achieving eventual elimination of the health problems caused by tobacco. The website is loaded with facts and statistics about the consequences of smoking and the benefits of the different techniques for giving up as well as an abundance of links to smoking related press. Its great if you're one of those just-given-up righteous types.

Debtors Anonymous

This is an American site that looks at the issues surrounding those that are addicted to spending. Whether it is shopping or socialising that is running you into the red, this site clearly lays out the all the spend-aholic concerns and offers advice, links and good literature.

Alcoholics Anonymous

Alcoholics Anonymous® is a fellowship of men and women who share their experience, strength and hope with each other that they may solve their common problem and help others to recover from alcoholism. The only requirement for membership is a desire to stop drinking. There are no dues or fees for AA membership; They are self-supporting through our own contributions. AA is not allied with any sect, denomination, politics, organization or institution; does not wish to engage in any controversy, neither endorses nor opposes any causes. Their primary purpose is to stay sober and help other alcoholics to achieve sobriety.

Allen Carr

This is the homepage for the famous Allen Carr and his 'Easyway' to stop smoking. The site tells Carr's story, his achievements and his mission to 'help you become a happy non-smoker'. Carr is internationally revered for his methods and his book is a global bestseller having helped millions of people to kick their habit quickly, completely and pain free. You can buy the course online as well as his book and find links to Carr's many local clinics and customer services. And if that's not enough, you can watch celebrity endorsements for the 'Easyway' from the likes of Richard Branson and Ruby Wax!

Vitalia Health

Whether chained to smoking, drugs, alcohol or food, this site could be your partner in overcoming your addiction. It's all about subconscious learning CD's here! They believe you can change your attitude about yourself and your self-worth, and no longer will you have the need for undesirable substances. It's an interesting site with some bizarre products, though you may just find the right thing to help you along the way

Giving Up Smoking

This is the NHS' stop-smoking site. It is very well informed, has interesting points of view, looks at the effects of smoking on every life-stage and is incredibly easy to navigate. It also offers access to Stop Smoking groups and One-to-One professional help. Altogether a highly recommended place to visit.

Addictions.co.uk

This site deals with addictions to alcohol, drugs, gambling, sex, shopping food etc. It is clearly laid out and gives information on getting advice, statistics and personal stories. It also has a bookstore featured with relevant titles to the key issues. Simple and informative

Netaddiction.com

For many sufferers, the compulsion to go online, for online relationships, gambling, trading and auctions takes precedence over working and home relationships in the real world. A recent online survey in the USA revealed that over 30% of the 17,251 respondents used the internet to escape from negative feelings. This site offers recovery solutions through online and telephone counselling services as well as private visits. You can also buy books and tapes to help you get 'web sober'

Procrastinators Anonymous

This site is dedicated to those who struggle with TV, internet and video game addictions. If this sounds like you and you can tear yourself away from the telly, have a look here. An interesting site with access to books and a multitude of sites for those who can't quite make a decision. Let this site be the first of many you make

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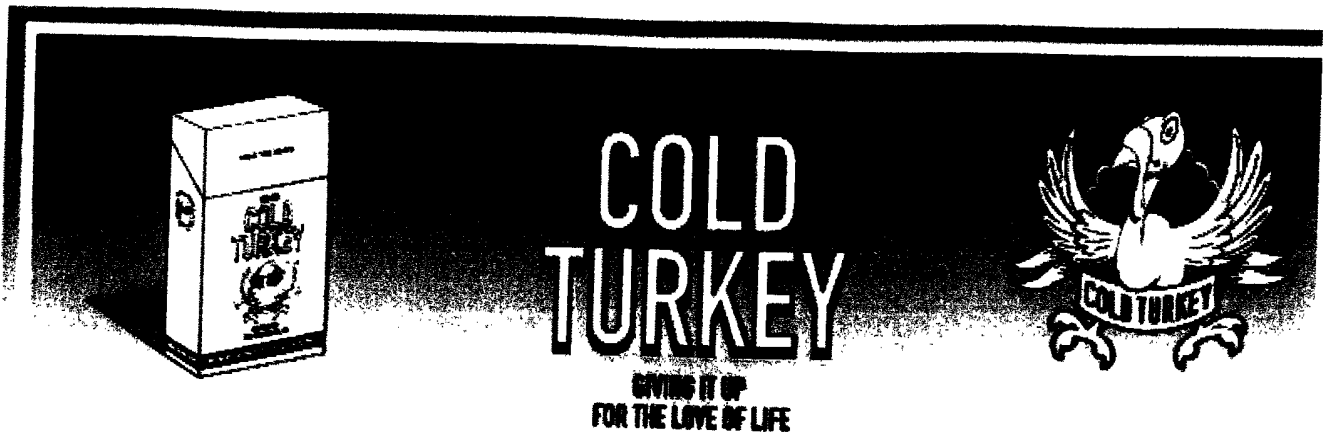
47

Narcotics Anonymous

NA is a non-profit, global fellowship or society of people for whom drugs had become a major problem. They meet regularly to help each other stay clean and are not interested in what or how much you used but only in what you want to do about your problem and how to help.

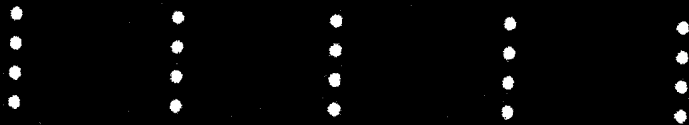
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Just some of the things you may want to consider giving up...



[Log in](#)

Username:

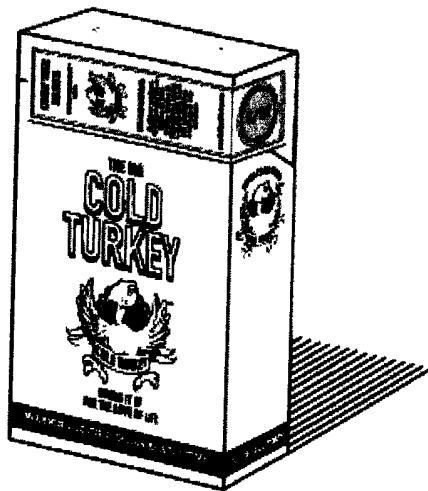
Password:

[Login](#)

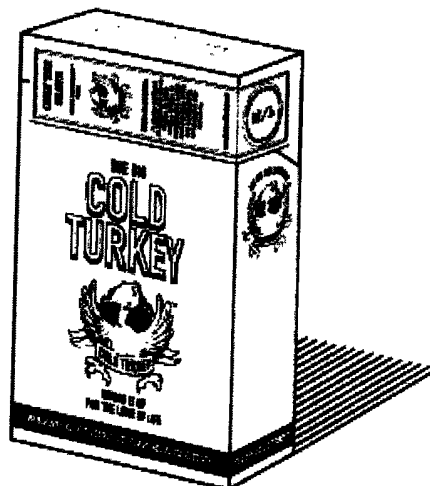
How to order

Starter Packs

Please select a pack size:



Small to Medium



Medium to Large

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Sex, drugs and chocolate rolls off the wristband wagon

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Paul Smith now stocking The Big Cold Turkey kits!

[The Foundation](#)

1x silicone wristband (180 mm)
4x stainless steel clip on trophies
2x button badges
1x tattoo
1x Getting Started booklet
1x 42 Day diary
1x box seal
1x savings box, lots of support, help and advice

180 mm

Buy Now!

1x silicone wristband (202 mm)
4x stainless steel clip on trophies
2x button badges
1x tattoo
1x Getting Started booklet
1x 42 Day diary
1x box seal
1x savings box, lots of support, help and advice

202 mm

Buy Now!

Reserve your order by logging on! Click here to join us.

Note: Please measure your wrist and make sure you purchase the correct box containing the correct size wrist band.

20 Pack Carton

Special offer!
10% Reduced price when you buy 20 Pack Carton



Put Your Money where Your Mouth is!

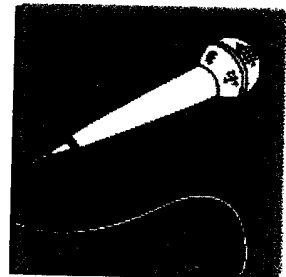
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Free MP3 Download



Download The Big Cold Turkey Song!

Contact

Need to contact The Big Cold Turkey?

Click Here

Start your own little business

If you would like to become a Big Cold Turkey dealer you can buy one of these 20 Pack Cartons and make a 10% profit when you sell each pack on for £9.95. We've actually reduced the 20 Pack Cartons by more than 10% to cover most of the post and packing. That way you can make a clean 10% profit.

You can save the money that you make and buy more cartons and start your own Big Cold Turkey Business. You can also just save the money for your holidays or buy something fun that will make you fitter and healthier.

What ever you do it's always a good idea to put aside 10% of your own profits and give it to someone who needs it more than you. That way we can all have a little part in making our world a better place.

Was £195.00

Now £172.00 plus p&p

**20 Pack Carton
Mixed (10 of each size)**

Buy Now!

List of stockists

Paul Smith
Westbourne House
122 Kensington Park Road
London W11 2EP

020 7727 3553

Paul Smith
40/44 Floral Street
London WC2E 9DG

020 7379 7133

Paul Smith
The Courtyard Royal Exchange
London EC3 3LQ

020 7626 4778

Paul Smith
Willoughby House
20 Low Pavement
Nottingham NG1 7EA

0115 968 5990

51

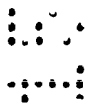
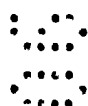
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CLAIMS

1. A bracelet having a plurality of tokens attachable to said bracelet.
2. A bracelet according to claim 1, for use in incentivising an activity, wherein the
5 tokens represent rewards.
3. A bracelet according to claim 2 for use in curing addiction.
4. A bracelet according to claim 2 for use in encouraging a fresh habit.
5. A bracelet according to any of the preceding claims including markings for the location of the tokens.
- 10 6. A bracelet according to claim 5 wherein the markings are numbers, preferably representing a period of time.
7. A bracelet according to claim 6 wherein the numbers increase in one direction around the bracelet.
8. A bracelet according to any of the preceding claims wherein the tokens are
15 detachable.
9. A kit of parts including a bracelet according to claim 8 and a container for the detachable tokens.
10. A kit of parts according to claim 9 wherein the container is made from paper, card or a plastics material.
- 20 11. A kit of parts optionally according to claim 9 or 10 including the bracelet and a container for the bracelet.
12. A kit of parts according to any of claims 9 to 11 further including at least one of: one or more badges, and a tattoo.
13. A container for the bracelet of any of claims 1 to 8 which is in the shape of an
25 egg.
14. A container for the bracelet of any of claims 1 to 8 which is in the shape of a cigarette packet.
15. A container optionally according to claim 14, optionally for the bracelet of any of claims 1 to 8, which has a flip top and a slot for coins in the flip top.
- 30 16. A container according to claim 15 in which the slot can be made by removing a portion of the flip top.
17. A container according to claim 16 which is made of paper, card or a plastics

material

- 5
18. A container optionally for the bracelet of any of claims 1 to 8, and optionally in accordance with any of claims 13 to 17, including the word TURKEY printed thereon, and a sticker with the letters ODA, such that when the sticker is applied appropriately the word TODAY can be read.
19. A web interface for use with the bracelet of any of claims 1 to 8 or the kit of parts of any of claims 9 to 12 or the container of any of claims 13 to 18, adapted to register the user of the bracelet.
- 10
20. A web interface according to claim 19 adapted to register two or more users as a group.
21. A web interface according to claim 19 or 20, adapted to produce a certificate corresponding to at least one, preferably to all, of the tokens.
- 15
22. A method of incentivising an activity, such as curing an addiction or encouraging a fresh habit, comprising: providing a bracelet according to any of claims 1 to 8, and deploying said tokens on the achievement of given targets.



54

Application No: GB0505310.3

Examiner: Sarah Barker

Claims searched: 1-12

Date of search: 2 February 2006

Patents Act 1977: Search Report under Section 17

Documents considered to be relevant:

Category	Relevant to claims	Identity of document and passage or figure of particular relevance
X	1-12, 22	http://www.thebigcoldturkey.com/index.php?categoryid=2&p2_start=10 "Paul Smith now stocking The Big Cold Turkey kits!" Published: February 16, 2005, "Police called to celebrity Turkey bust up" Published: February 25, 2005
X	1, 5, 8-11	GB 843259 A (MUNSTER) Whole document relevant
X	1, 8-11	US 2003/0233844 A1 (RHEINSTEIN) See especially figure 5, noting charms (9)

Categories:

X	Document indicating lack of novelty or inventive step	A	Document indicating technological background and/or state of the art
Y	Document indicating lack of inventive step if combined with one or more other documents of same category	P	Document published on or after the declared priority date but before the filing date of this invention.
&	Member of the same patent family	E	Patent document published on or after, but with priority date earlier than, the filing date of this application

Field of Search:

Search of GB, EP, WO & US patent documents classified in the following areas of the UKC^X :

Worldwide search of patent documents classified in the following areas of the IPC

A44C

The following online and other databases have been used in the preparation of this search report

WPI, EPODOC, PAJ, WWW