

## More Direct Response Inc. Celebrates 46 Years Of CigArrest Direct Response Television Commercials



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**Carlsbad, California Feb 14, 2024 ([IssueWire.com](https://www.issuewire.com))** - More Direct Response Inc., a pioneering force in the smoking cessation industry, proudly marks 46 years of success with its iconic CigArrest Direct Response Television Commercials. Since the introduction of CigArrest in 1978, the company has been at the forefront of providing innovative and effective solutions to individuals seeking to quit smoking.

The anniversary celebration reflects the enduring impact of CigArrest's direct response commercials, which have played a crucial role in raising awareness about smoking cessation. Over the years, these commercials have become synonymous with the brand's commitment to helping people lead healthier, smoke-free lives.

John Bancroft, CEO of More Direct Response Inc., expressed his enthusiasm, stating, "Our journey over the past 46 years has been incredibly rewarding. We are proud of the positive impact CigArrest has had on countless lives, and our commitment to supporting individuals on their quit-smoking journey remains stronger than ever."

The CigArrest Direct Response Television Commercials have not only showcased the product's effectiveness but also highlighted the comprehensive approach of the smoking cessation program, which includes behavior modification alongside a seven-day supply of vitamin and lobeline sulfate tablets.

As the company looks back on its rich history, it remains focused on the future. More Direct Response Inc. is dedicated to continued innovation, exploring alternative compounds, and conducting clinical studies to ensure the ongoing success and efficacy of CigArrest.

For more information on More Direct Response Inc. and CigArrest, please check out our CigArrest Vintage Infomercial on YouTube:

<https://www.youtube.com/watch?v=Zifcn4jXb-g>

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Source : More Direct Response Inc.

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