Elizabeth Hurley sucks to stop smoking

Ron Davis, *BMJ*

During a recent photography shoot for a cosmetics advertisement on the Caribbean island of St Bartholomew, actress and model Elizabeth Hurley was caught by paparazzi sunbathing topless while sucking on a baby's pink pacifier [see www.bmj.com/cgi/content/full/321/7257/319/b].

British tabloid newspapers struggled to account for the actress's bizarre accessory. The *Mirror* explained that "there are few better ways to protect luscious lips from cracking or burning in harsh summer sun." Another tabloid surmised that Ms Hurley was not touched enough as a child and was continually regressing into an infantile state.

Finally, it came out that the pacifier was Ms Hurley's latest method to give up the half a pack of Marlboro Lights she smokes each day. A spokeswoman for Ms Hurley explained that nicotine patches did not seem to work for her. The idea for the pacifier, she said, came from Desmond Morris's book *Manwatching*, which "equated smoking with a baby's desire to be breast-fed."

Mr Morris was pleased to hear that Ms Hurley had taken his advice: "Only someone like Liz, whom I've never met, could make something like a dummy [pacifier] look chic and trendy. As far as I know, she's the only person to have taken up my idea to suck on a dummy to fight the urge to light up."

Actor Hugh Grant, Ms Hurley's former boyfriend, confirmed that she was an addicted smoker. "Elizabeth smokes 4,000 cigarettes a day. I've caught her with cigarettes in her nostrils," he told *Esquire* magazine last September.

Confirming her addiction to cigarettes, a web site devoted to female smoking celebrities lists 50 instances when the supermodel's smoking—or attempts to stop—have been shown or mentioned in newspapers, magazines, or movies (www.cs.brown.edu/~lsh/asfs/H/Hurley.html).

If the idea of sucking a pacifier to give up catches on, a randomized trial to measure its effectiveness may follow. Investigators may have difficulty, though, devising an appropriate placebo for the control condition.