

Stuck on cigarettes?



nicorette

TM

For every
cigarette, there's
a nicorette®



www.nicorette.co.za



Why would I want to quit?

We can list numerous obvious reasons why you should aim to stop smoking, but most of those reasons you know already.

Did you, however, know the following⁴:

- ◀ Within 6 hours of quitting, your heartbeat slows down and your blood pressure drops slightly.
- ◀ 12 to 24 hours later, your lung efficiency improves, meaning less shortness of breath when you exert yourself and improved staying power.
- ◀ Within a few days your taste buds will come alive and your sense of smell returns.
- ◀ Within 2 months, blood flow to your limbs improves and energy levels are higher.
- ◀ Gradually, blood components and cells lining your lungs return to normal.
- ◀ Just one year after quitting, your risk of heart disease is almost halved.

Coping with withdrawal⁴

You may experience a few physical and emotional changes once you stop smoking. However, these are perfectly normal and will last a few days after quitting.

Symptom	Reason	Coping Activity
Craving	Your body is used to getting regular "fixes" of nicotine	The strong urge to smoke usually lasts 1 - 5 minutes before fading away. Do something to occupy yourself until the feeling passes - drink water, do a breathing exercise.
	Do I experience these cravings?	
Lightheadedness & loss of concentration	Probably caused by lack of nicotine	Take things more slowly. Don't push yourself too hard for the next few days. Get regular exercise. Work for short periods, then take a break. Make sure you eat properly.
Coughing	Your lungs are clearing out the tar and excess mucus	Sip warm water. The coughing will soon clear up by itself.
Tension, irritability	Low blood nicotine levels	Take a walk, soak in a hot bath and try relaxation techniques. Talk to someone about your feelings.
Depression	Probably also caused by a lack of nicotine	Modest exercise (a 5 or 10 minute brisk walk) can help lift your mood. Your problems can be solved. Just tackle them one by one.
Hunger	Your body's metabolism is returning to normal	Eat fruit, carrots, prunes and other low calorie snacks. Try to eat 6 small meals a day. Drink lots of water.
Trouble sleeping		Soak in the bath and have a glass of hot milk before going to bed.

Want to know more?

You have already taken the first step towards quitting smoking by simply making the effort to read this brochure. Now let nicorette[®] assist you on your journey towards a smoke-free life.

"I have been a smoker from the age of 16. I am now 32 and smoke-free. Thanks to nicorette[®] gum, I can now taste the wonderful dishes that my girlfriend prepares. Smelling the fresh air has become an awesome, wonderful experience... Within months I managed to "kick-butt" the ingrained habit and now enjoy a new lease on life." – Glyn Thomas

What is nicorette[®]?

Since its introduction 25 years ago, nicorette[®], the world's most widely used Nicotine Replacement Therapy (NRT), has helped 60 million smokers worldwide break their dependence on nicotine by reducing the cravings and withdrawal symptoms associated with smoking^{1,2}. We can help you too...

About Nicotine Replacement Therapy (NRT)...

Nicotine Replacement Therapies, such as nicorette[®], provide a smaller dose of nicotine than you would normally get from a cigarette, but enough to beat the cravings you get when you stop smoking. Day by day your cravings will become less frequent until they disappear. So the quitting process is made easier.

NRT has been developed to provide you with lower doses of nicotine slower than cigarettes, in a controlled way, to help you quit smoking and gradually decrease your nicotine intake. You can take control of your cravings simply by using nicorette[®].

We know quitting using willpower alone is an enormous challenge. You have to cope with a combination of nicotine withdrawal, breaking a strong habit and the terrible temptation when people smoke around you.

However, nicorette[®] has been shown to work. Research has shown that smokers are twice as likely to stop smoking using NRT, than with willpower alone^{1,2,3}.

"With a mix of willpower and nicorette[®] gum I stopped smoking at the times I wanted to most – after meals or while hanging with my friends. The gum took my mind off it and it really felt like I was making an effort. Eventually I started to love breathing freely!" – Rebecca B



No two people are alike...

We realise that you are an individual and what works for you, does not necessarily work for someone else. You have your own reasons for smoking and also your own reasons for wanting to quit.

“Thanks to **nicorette**[®] gum I stopped smoking completely. I don’t even have cravings anymore. I first started as a social smoker, until it took over my life. Now I have control back and it feels GREAT! Thank you!”
– Charlene Pienaar

Did I start smoking socially too?

Y

N

Once you have determined your dependence level, refer to the **nicorette**[®] product information to find the variant that best suits you.

“It is 20 years later and I have not touched another cigarette.” – Frank van der Zon

Want to hear how Frank did it? Read his story at www.nicorette.co.za

IMPORTANT TIP

Just take it one day at a time

Get support

Support can make a big difference to your quitting journey. Talk to family and friends or join a support group. The **nicorette**[®] KickButt Support Programme will provide you with advice and day-to-day information on how to quit, as well as motivation and help every step of your quitting journey. Visit www.nicorette.co.za to sign up.

nicorette[®] gum



Benefit:

nicorette[®] gum gives you active control over your cravings with flexible, on-demand dosing, when you need it – whenever, wherever.

Type of Smoker:

Suitable for all dependency levels.

How to use it:

- ◀ Take 1 gum every time you feel the urge to smoke. It is important that enough pieces of gum are used (on average 8 to 12 pieces a day).
- ◀ High or very high dependence: 4 mg – a maximum of 15 pieces per day.
- ◀ Low or medium dependence: 2 mg – a maximum of 15 pieces per day.
- ◀ Gradually reduce the number of pieces of gum used each day.
- ◀ Treatment can stop when you're using only 1 or 2 pieces of gum each day.
- ◀ It is available in regular or mint flavours.

How it works:

- ◀ Chewing the gum releases a controlled dose of nicotine into the mouth.
- ◀ Pausing between chewing allows the nicotine to be diffused into the bloodstream.

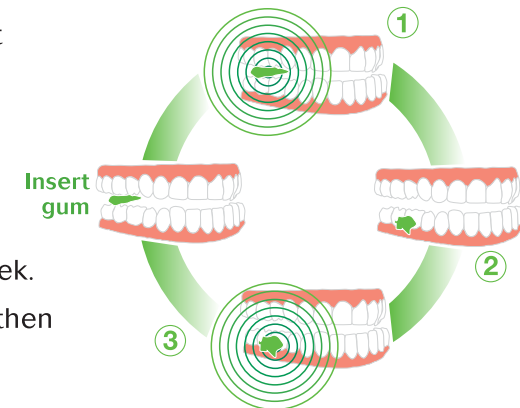
Dosages:

- ◀ 2 mg and 4 mg.
- ◀ Treatment should not exceed 3 months.

Important tip:

When using nicorette[®] gum it's important to follow the 'Chew & Park' technique:

- ① Chew the gum slowly until there is a strong nicotine taste.
- ② 'Park' the gum in-between the cheek and teeth to allow the nicotine to be absorbed through the lining of the cheek.
- ③ Wait for the nicotine taste to fade and then start chewing again.



Evaluate your nicotine dependence level

Take control of your cravings. Take the Fagerström test to evaluate your nicotine dependence level.

How soon after you wake up do you smoke your first cigarette?

- Within 5 minutes **3**
- 6 to 30 minutes **2**
- 31 to 60 minutes **1**
- After 60 minutes **0**

Do you find it difficult to refrain from smoking in places where it's prohibited (work, shopping centres, cinema etc)?

- Yes **1**
- No **0**

Which cigarette would you be most unwilling to give up?

- First one in the morning **1**
- Any other **0**

How many cigarettes do you smoke in a day?

- 10 or fewer **0**
- 11 to 20 **1**
- 21 to 30 **2**
- 31 or more **3**

Do you usually smoke more frequently during the first hours of the morning than during the rest of the day?

- Yes **1**
- No **0**

Do you smoke when you are so ill that you stay in bed all day?

- Yes **1**
- No **0**

Add up the points and check the rating which is on a scale of 0 to 10 points. The higher the points, the stronger the dependency.

0 to 4 points: low dependence

Smokers with a low nicotine dependency find it easier to quit smoking. However, you can find yourself in a critical situation and should not underestimate your endeavour. If needed, you should fall back on NRT products.

5 to 6 points: moderate dependency

Smokers with moderate dependency should use NRT products such as nicorette® gum and patches to help them stop smoking. You will also need to make fundamental changes in your daily routine: switching to tea instead of coffee in the morning, replacing that post-meal cigarette with a more constructive activity and exercising more are a few ways to change one's habits in a positive way.

7 to 10 points: high dependence

Smokers with high nicotine dependency should make use of any available help in addition to NRT products. The most successful method to quitting has proven to be a combination of NRT and behavioural therapy, specifically through counselling sessions with a physician or pharmacist.

"So, thanks to nicorette®, my unwavering belief of being a non-smoker, and a foolproof strategy, I have been a non-smoker for 8 years!" – Sandra Sampayo

Find out more about Sandra's foolproof strategy,
Visit www.nicorette.co.za



kickbutt
with nicorette®
SUPPORT PROGRAMME

Your questions answered...

Are you still sceptical about NRT? Here are a few answers to frequently asked questions:

Why did I get addicted to cigarettes?

Nicotine in tobacco smoke is delivered into the lungs and absorbed into the blood – reaching the brain within 10 seconds. This causes the brain to produce dopamine which regulates emotions and feelings of pleasure. In smokers, the brain comes to expect regular doses of nicotine and suffers withdrawal symptoms if these are not delivered – causing dependence.

What is the difference between nicotine in NRT and nicotine in cigarettes?

The nicotine contained in NRT and in tobacco is the same chemical compound. However, using NRT (nicorette®) supplies the body with therapeutic nicotine without tar, toxins and other cancer-causing compounds found in tobacco smoke⁷.

Can a smoker become addicted to nicorette®?

The dose of nicotine a smoker gets from NRT is enough to help fight cravings, but not as much nicotine as a smoker gets from cigarettes⁸. nicorette® has a low dependence potential and is much safer than smoking cigarettes^{9,10}. The World Health Organisation endorses NRT products as “remarkably safe” and “rarely abused”¹¹.

Are some nicorette® products more addictive than others?

No matter what NRT product a smoker uses – gum, patches or our new discreet variant – the likelihood of dependence is very low⁹.

For every cigarette, there's a nicorette®. All nicorette® products are available over-the-counter at pharmacies. So, speak to your pharmacist about the nicorette® variant that best suits you and visit www.nicorette.co.za for more tips on healthy, smoke-free living for you and your family.

- ¹ Garvey AJ et al. Effects of nicotine gum dose by level of gum dependence. *Nicotine and Tobacco Research* 2000;2:53-63.
- ² Sachs DPL et al. Effectiveness of a 16-hour transdermal nicotine patch in a medical practice setting, without intensive group counselling. *Archives of Internal Medicine* 1993;153:1881-90.
- ³ U.S. Department of Health and Human Services Clinical practice guideline. Treating tobacco use and dependence: 2008 Update. Public Health Service, May 2008.
⁴ National Council Against Smoking.
- ⁵ Krogstad A, Pegenius G, Elam M. Visual scoring and laser Doppler perfusion imaging of skin irritancy induced by different nicotine patches. *Skin Research and Technology* 1996;2: 158-63.
- ⁶ Stapleton JA, Russel MAH, Feyerabend C, Wiseman SM, Gustavsson G, Säwe U, Wiseman D. Dose effects and predictors of outcome in a randomised trial of transdermal nicotine patches in general practice. *Addiction* 1995;90:31-42.
- ⁷ Raw, McNeill A, West R, Smoking cessation guidelines for health professionals. *Thorax* 1998; 53 (suppl 5, part 1); S1 S19.
- ⁸ http://www.nicotrol.com/nicotrol_can_help/index.asp
- ⁹ West et al. 2000.
- ¹⁰ Molyneux A, Nicotine replacement therapy, *BMJ* 2004.
- ¹¹ World Health Organisation Regional Office for Europe. Second Conference on the Regulation of Tobacco Dependence Treatment Products. 2000.
¹² NRT Efficacy Pos Statement 2004.

nicorette[®] Mint Gum 2 mg: Each piece contains nicotine-resin complex 20% 10,0 mg equivalent to 2 mg nicotine. Reg.No.: 30/34/0272

nicorette[®] Mint Gum 4 mg: Each piece contains nicotine-resin complex 20% 20,0 mg equivalent to 4 mg nicotine. Reg.No.: 30/34/0273

nicorette[®] Gum 2 mg: Each piece contains nicotine-resin complex 20% 10,0 mg equivalent to 2 mg nicotine. Reg.No.: P/34/187

nicorette[®] Gum 4 mg: Each piece contains nicotine-resin complex 20% 20,0 mg equivalent to 4 mg nicotine. Reg.No.: P/34/188

For full prescribing information, refer to the approved package insert.
Always read the label. Stop smoking aid. Requires willpower.

nicorette[®] contains **nicotine**.

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