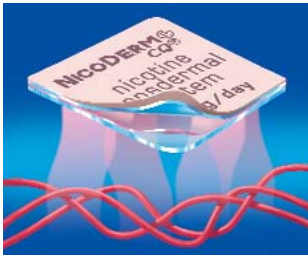


For better oral health:

Recommend NicoDerm® CQ®: Round-the-clock craving control to help patients quit smoking



- **Unique delivery system:** Only NicoDerm® CQ® offers rate-controlled delivery of nicotine through a multilayered patch membrane¹

- **Proven craving control:** All day, from day 1^{2*}
—Helps relieve cravings and other withdrawal symptoms^{3†}

- **Step-down dosing is recommended by smoking cessation experts:** Helps patients reduce nicotine dose gradually⁴

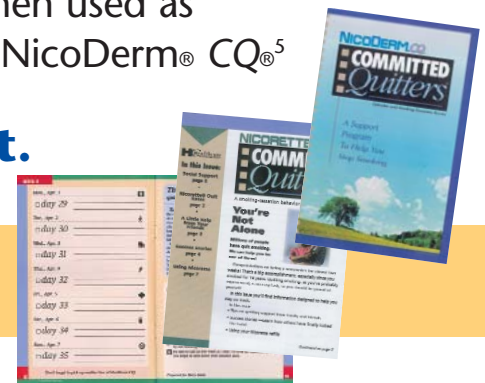


- **Discreet:** Available in Opaque or Clear—less noticeable than other patches

- **Behavior modification program:** Committed Quitters® is the only stop-smoking program clinically proven[‡] to increase chances of quitting by up to 26%[§] when used as directed in conjunction with NicoDerm® CQ®⁵

Craving control that helps patients quit.

For more information, contact your GlaxoSmithKline Dental Consultant or call 1-800-652-5625.



www.nicodermcq.com www.committedquitters.com

*When worn for 24 hours. †When used as directed.

‡Following dosing schedule. Individual results may vary. Chances of quitting improve with a counseling program.

§When compared with patients not on a behavioral modification program at 6 weeks.

The American Cancer Society supports the use of a stop smoking aid and counseling as effective tools when quitting smoking but does not endorse any specific product. GlaxoSmithKline pays a fee to the American Cancer Society for the use of its logo.

References: 1. Gorsline J, Okerholm RA, Rolf CN, Moos CD, Hwang SS. Comparison of plasma nicotine concentrations after application of Nicoderm (nicotine transdermal system) to different skin sites. *J Clin Pharmacol.* 1992;32:576-581. 2. Data on file, GlaxoSmithKline. 3. Henningfield JE. Nicotine medications for smoking cessation. *N Engl J Med.* 1995;333:1196-1203. 4. The Tobacco Use and Dependence Clinical Practice Guideline Panel, Staff, and Consortium Representatives. A clinical practice guideline for treating tobacco use and dependence: a US Public Health Service report. *JAMA.* 2000;283:3244-3254. 5. Shiffman S, Paty JA, Rohay JM, DiMarino ME, Gitchell JG. The efficacy of computer-tailored smoking cessation material as a supplement to nicotine patch therapy. *Drug and Alcohol Dependence.* 2001;64:35-46.