

Which Stop-Smoking Aid Is Right For You?

NICOderm CQ[®] Nicotine Patch

For once-a-day convenience



Which strength of NicoDerm CQ is right for you?

If you smoke more than 10 cigarettes a day:
Start with NicoDerm CQ Step 1 (21 mg).

If you smoke 10 or fewer cigarettes a day:
Start with NicoDerm CQ Step 2 (14 mg).

Both strengths of NicoDerm CQ are available in Clear and Opaque.

How to step down gradually with NicoDerm CQ

If you smoke more than 10 cigarettes a day:
Use according to the 10-week schedule. Start with Step 1. Use one 21-mg patch per day for 6 weeks. Then step down to Step 2 and use one 14-mg patch per day for the next 2 weeks. Move to Step 3 and use one 7-mg patch per day for the last 2 weeks, then stop.

If you smoke 10 or fewer cigarettes per day:
Do not use Step 1 (21 mg). Start with Step 2 (14 mg) for 6 weeks, then use Step 3 (7 mg) for 2 weeks, then stop.

How to use NicoDerm CQ properly

- Apply a new patch every 24 hours on skin that is dry, clean, and hairless.
- Remove backing from patch and immediately press onto skin. Hold for 10 seconds.
- You can wear the patch for 16 or 24 hours.

www.NicoDermCQ.com

Nicorette[®] Nicotine Gum

For controlling how much nicotine you use and when you use it



Which strength of Nicorette is right for you?

If you smoke 25 or more cigarettes a day:
Nicorette 4 mg.

If you smoke fewer than 25 cigarettes a day:
Nicorette 2 mg.

Both strengths of Nicorette are available in Mint, Orange, and Original.

How to step down gradually with Nicorette

- During the first 6 weeks, chew 1 piece every 1 to 2 hours.
- In weeks 7 to 9, chew 1 piece every 2 to 4 hours.
- In weeks 10 to 12, chew 1 piece every 4 to 8 hours, gradually using less and less.
- Stop using Nicorette at the end of 12 weeks. If you still feel the need to use Nicorette, talk to your doctor.

How to use Nicorette properly

- Avoid food and beverages 15 minutes before and during use of Nicorette.
- Chew Nicorette until a tingling sensation begins; then park it between your cheek and gum.
- Once the tingling fades, chew Nicorette again for about a minute. Repeat the process for about 30 minutes, parking the gum in a different place in your mouth each time.
- Nicorette should be parked for most of the time it is in your mouth.
- Use no more than 24 pieces per day.

www.Nicorette.com

Commit[®] Nicotine Lozenge

For controlling how much nicotine you use and when you use it. Recommended for smokers who have tried to quit previously



Which strength of Commit is right for you?

If you smoke your first cigarette of the day within 30 minutes of waking: Commit 4 mg.

If you smoke your first cigarette of the day after 30 minutes of waking: Commit 2 mg.

How to step down gradually with Commit

- During the first 6 weeks, take 1 lozenge every 1 to 2 hours. Use at least 9 per day.
- In weeks 7 to 9, take 1 lozenge every 2 to 4 hours.
- In weeks 10 to 12, take 1 lozenge every 4 to 8 hours, gradually using less and less.
- Stop using Commit at the end of 12 weeks. If you still feel the need to use Commit, talk to your doctor.

How to use Commit properly

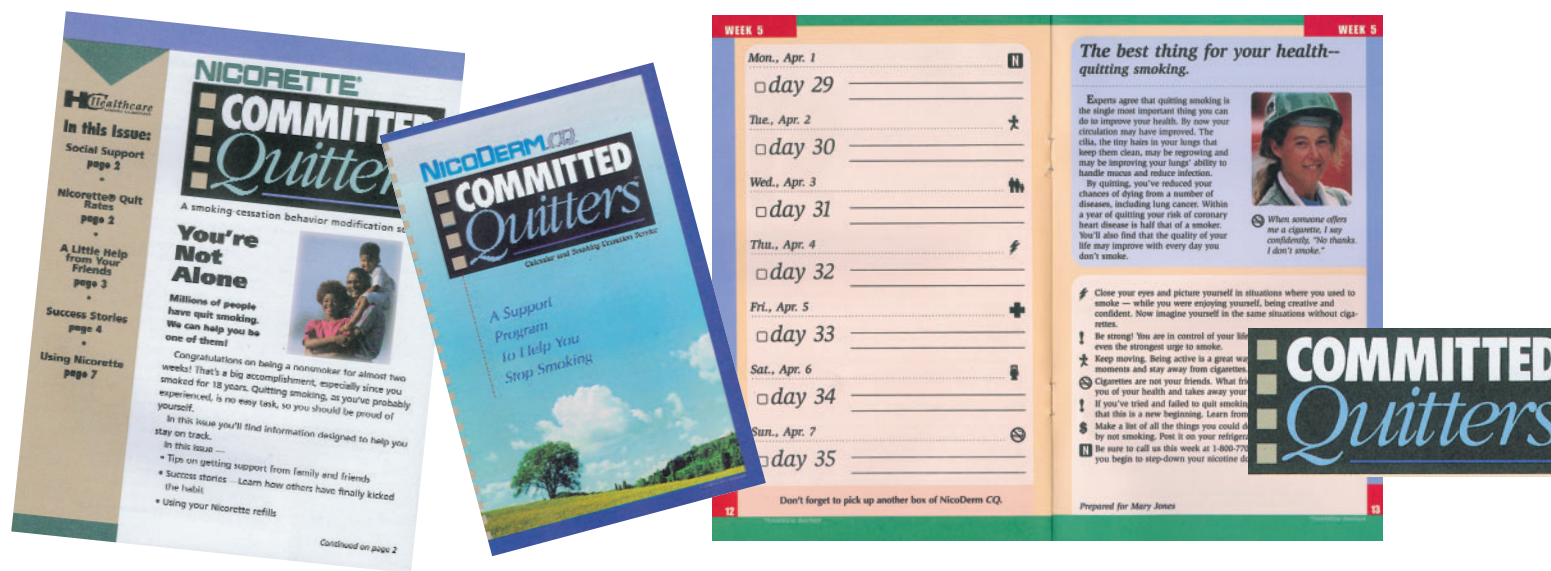
- Avoid food and beverages 15 minutes before and during use of Commit.
- Place Commit in your mouth and allow the lozenge to dissolve slowly (about 20 to 30 minutes). Move the lozenge from one side of the mouth to the other until dissolved.
- Use no more than 20 lozenges per day.

From the marketers of
Nicorette[®]

www.CommitLozenge.com

COMMITTED QUITTERS®

Join The Program That Can Help Increase Your Chances Of Quitting Smoking.



What is Committed Quitters?

The Committed Quitters program is a personalized behavioral modification program. It is designed to help you quit smoking. This program is available only with NicoDerm® CQ®, Nicorette®, and Commit®.

How does it work?

After buying NicoDerm CQ, Nicorette,

or Commit, call the 800 number (inside the package) or visit www.CommittedQuitters.com. We will quickly send your FREE stop-smoking plan, designed specifically for you.

What makes it work?

Committed Quitters offers materials to support and encourage you with

practical tips and advice. These materials are designed to help you break the psychological link to cigarettes and to help you manage situations that might tempt you to smoke.

Program materials include a personalized stop-smoking plan and calendar, customized newsletter with success

stories, tips and strategic brochure, customized guide for successfully completing your plan, weight loss tips (if requested), and an award packet.



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.

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www.CommittedQuitters.com

www.Quit.com