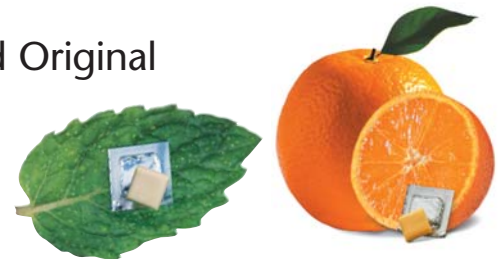


For better oral health:

# Recommend Nicorette®: Flexible craving control to help patients quit smoking

- **Proven effective against acute cravings<sup>1</sup>** and other withdrawal symptoms<sup>2\*</sup>
- **Step-down dosing is recommended by smoking cessation experts:**  
Helps patients reduce nicotine dose gradually<sup>3</sup>
- **3 flavors:** Only Nicorette® offers Mint, Orange, and Original
- **Self-titration<sup>†</sup>:** Nicorette® lets smokers self-titrate to combat cravings and environmental triggers
- **Convenience:** Nicorette® is convenient to carry and use as needed



- **Behavior modification program:** Committed Quitters® is the only stop-smoking program clinically proven<sup>‡</sup> to increase chances of quitting by up to 50%<sup>§</sup> when used as directed in conjunction with Nicorette®<sup>4</sup>

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



All 3 flavors  
available in  
4 mg and 2 mg

## Craving control that helps patients quit.

[www.nicorette.com](http://www.nicorette.com) [www.committedquitters.com](http://www.committedquitters.com)

\*When used as directed. †Following dosing schedule.

‡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.** Data on file, GlaxoSmithKline. **2.** Henningfield JE. Nicotine medications for smoking cessation. *N Engl J Med.* 1995;333:1196-1203. **3.** 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. **4.** Shiffman S, Paty JA, Rohay JM, DiMarino ME, Gitchell J. The efficacy of computer-tailored smoking cessation material as a supplement to nicotine polacrilex gum therapy. *Arch Intern Med.* 2000;160:1675-1681.