

Committed Quitters® Stop Smoking Plan

What is Committed Quitters?

Committed Quitters is a stop smoking plan personalized just for you. You receive customized materials designed to help you cope with the smoking habits you want to break.

How does it work?

It's simple.

After buying a Nicorette® Gum Starter Kit, or NicoDerm® CQ® patch Step 1 or Step 2 pack, call the 1-800 number in the box to speak to a live counselor. We quickly send your FREE stop smoking plan designed specifically for you.

Why does it work?

Having a plan will help you quit.

Your program materials are tailored to your specific situation. After telling us your smoking habits, your answers are used to create your personalized materials.

Personalization is the key.

Your plan will be specifically customized to you. It will cover:

- things that could keep you from quitting
- situations that could tempt you to smoke
- people around you who can help you quit
- your unique reasons for quitting smoking

You will receive a totally unique plan designed for you, to help you quit smoking for good.

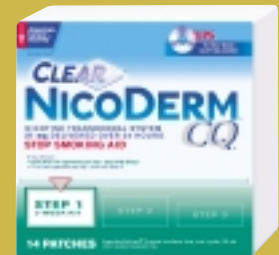
Both the NicoDerm CQ and Nicorette Committed Quitters plans offer the following materials:

- Personalized Stop Smoking Plan & Calendar
- Customized Newsletter with success stories
- Tips & Strategies Brochure
- Customized guide for successfully completing your plan
- Weight Loss tips (if you request them)
- Award Packet

Is it effective?

YES. The Committed Quitters program provides you with your own customized plan - which can increase your chance of success.

⇒Your Health Care◀
Professional
Is Committed
To Help You
Quit Smoking



GlaxoSmithKline
Consumer Healthcare
2-082ST



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GlaxoSmithKline Consumer Healthcare, L.P. makes an annual grant to the American Cancer Society for cancer research and education for the use of their seal.

Which product is right for you? Gum? or Patch?

Do you:

- Smoke at irregular intervals (such as more in the evening)?
- Want to control how much nicotine you use?
- Want oral gratification or something to occupy your hands?

If you checked 2 or 3 boxes above, **Nicorette gum** may be your best choice

Advantages of Nicorette® Gum



- Oral gratification
- You control how much nicotine you use
- Convenient to carry and use
- Available in three flavors: Original, Mint and Orange

Do you:

- Smoke at regular intervals (such as once every 1/2 hour)?
- Want once-a-day convenience?
- Prefer not to chew gum?

If you checked 2 or 3 boxes above, **NicoDerm CQ patch** may be your best choice

Advantages of NicoDerm® CQ® Patch



- Once-a-day convenience
- Step down dosing to gradually reduce your nicotine dose
- Flexibility of 24 or 16-hour use (If you crave cigarettes when you wake up, wear the patch for 24 hours)
- Patch available in opaque and clear

- 1) Read and follow dosing schedule.
- 2) Chances of quitting improve when used with a behavior modification program.
- 3) Individual results may vary.
- 4) Use as directed.

www.nicorette.com
www.nicoderm.com

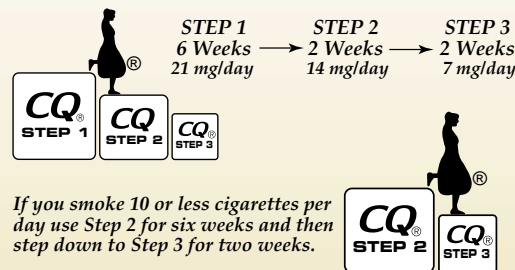
NicoDerm® CQ® Stop Smoking Patch

What is the NicoDerm CQ Patch?

It is a small, nicotine-containing patch that adheres to your skin. NicoDerm CQ is very thin and controls how fast nicotine passes through the skin into your blood-stream. This helps control cravings before they start.

How to use NicoDerm CQ Patches

- Stop smoking completely when you begin using NicoDerm CQ.
- Read and follow all package instructions.
- Use this schedule to develop your quitting plan and choose which patch to wear:



Wear each patch 16 or 24 hours a day.

The NicoDerm CQ program uses a simple, step down program that reduces your nicotine dose gradually, rather than stopping suddenly.

Completing the full program will increase your chances of quitting successfully.

Can the NicoDerm CQ Patch get wet?

Yes, as long as it is applied properly.

Is NicoDerm CQ safe?

YES. NicoDerm CQ provides a lower, steadier level of nicotine to your blood than cigarettes, and allows you to gradually do away with your body's need for nicotine. Because NicoDerm CQ does not contain the tar and carbon monoxide of cigarette smoke, it does not have the same health dangers as tobacco.

Can NicoDerm CQ be worn for 24 hours?

YES. The NicoDerm CQ Patch provides the option of 24 or 16 hour use. If you crave cigarettes when you wake up, wear the patch for 24 hours.

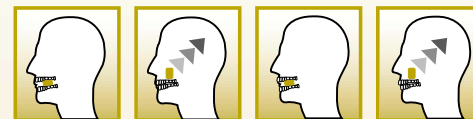
Nicorette® Gum nicotine polacrilex gum

What is Nicorette Gum?

Nicorette is nicotine gum that replaces some of the nicotine you got from cigarettes. The nicotine is released safely and gradually to reduce cravings you may have for nicotine.

How to use Nicorette Gum

- Stop all smoking when you start Nicorette® therapy.
- Read and follow all package instructions.
- To use Nicorette correctly:



CHEW
slowly until
it tastes
peppery

PARK
between your
cheek and
gum

CHEW again
when taste is
gone (about 1
minute)

PARK
again

- Then repeat for no longer than 30 minutes, parking gum in different parts of your mouth. Most of the time Nicorette is in your mouth, it should be parked.
- Don't consume acidic foods or beverages 15 minutes before and during use of Nicorette, as this may interfere with nicotine absorption.

What is the correct Nicorette dosage for you?

2 mg if you smoke less than 25 cigarettes/day
4 mg if you smoke 25 or more cigarettes/day

Weeks 1 to 6	→ 1 piece every 1 to 2 hours
Weeks 7 to 9	→ 1 piece every 2 to 4 hours
Weeks 10 to 12	→ 1 piece every 4 to 8 hours
Do not exceed 24 pieces a day	

How does Nicorette taste?

Nicorette tastes different from other gums. Remember Nicorette is medicine and not ordinary gum.

Is Nicorette safe?

YES. When used as directed Nicorette provides a lower level of nicotine to your blood than cigarettes, and allows you to gradually do away with your body's need for nicotine. Because Nicorette does not contain the tar and carbon monoxide of cigarette smoke, it does not have the same health dangers as tobacco.