

My **Quit Guide**

nicorette®
Do something amazing



"I can – and do – break promises to myself. It's the promises I make to others that I go out of my way to keep."

"I'm best when I have to answer to others. A simple chat with my pharmacist changed my life."





"Camaraderie is vital. If we do it together and keep it fun – I'm in."

WELCOME TO THE QUITTERS

Congratulations on starting your incredible journey to a new lifestyle, free of smoking! Getting started is often the easy part. It's keeping it up that is difficult! Only a tiny number of people succeed in quitting smoking using willpower alone. To help you get across the finishing line, we've put together this 12-week quit programme, a journey that helps bring you steadily towards achieving your goal.

Facing your current smoking habit is where your journey begins…

STEP 1 We explain how to monitor your current smoking behaviour throughout the day, you'll discover and learn more about your personal routine, smoking triggers and obstacles.

STEP 2 It's time to get serious, set a quit date and walk the walk. Over the next 12 weeks we gently guide you throughout your journey and help you to:

- → visualise your success,
- → keep your focus, and
- → stay motivated.

We understand the challenges you face, and are here to offer you support throughout your individual journey and after!

STEP 3 Now is the time to celebrate what you've achieved and to offer help whenever needed. This journey is yours!

Welcome to the Quitters!



→ STEP 1



Monitor your smoking

Keeping a smoking diary for a few days plays an important part to prepare yourself for quitting. Count how often you smoke, when you use cigarettes, what you do while smoking, and how much you needed or enjoyed that particular cigarette.

Look for patterns. For instance, do you use it more in the morning or at night? Do you mostly smoke with meals or after meals? Do you smoke when you're with other people or when you're alone? Becoming more aware of your smoking habit gives you more control of your behaviour and makes it easier to change it.

What are your main reasons for quitting?

→ **Remind yourself throughout your journey why you are quitting.**

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Your Pre-Quit Diary

Note the time	7am			
Number of cigarettes	2			
What I was doing at the time	Waking up			
How much did I need it	**Scale 1 to 5:** 'I really need it' to 'I didn't need it'			
	1			
How much did I enjoy it	**Scale 1 to 5:** 'I really enjoyed it' to 'I didn't enjoy it'			
	1			
What could I do differently to avoid it?	Brush my teeth first			

Create your personal quit strategy

Now that you can identify clearly which situations trigger your smoking habit, you have the foundations you need to create your own personalised quit strategy!

Develop an 'if-then' plan

Decide in advance what you will do if temptation strikes. Look at your diary, identify high-risk situations and come up with a plan. 'When walking to the train station, I will whistle my favourite tune.'

Avoid places and things that you associate with smoking

This is about looking at what you associate with smoking and breaking the connection. For instance, if you always smoke when you drink coffee, try switching to tea. If a night in the pub means a night of smoking, go for a meal with your friends instead.

Nicorette® Product Guide

GUM



Starts to work from the first chew[1]

Available in 2 different strengths (2 mg and 4 mg) in a variety of flavours.

Which strength should I use?

Smoke 20 cigarettes per day or less?
Try the 2 mg gum: Dosage: up to 15 gums per day.
Smoke more than 20 cigarettes per day?
Try the 4 mg gum: Dosage: up to 15 gums per day.

INVISIPATCH



Discreet once a day solution

Provides a steady dose of nicotine to help control your nicotine cravings for up to 16 hours.

Lasts up to 16 hours. Discreet once a day solution.
Provides a steady dose of nicotine to help control your nicotine cravings for up to 16 hours.

Which strength should I use?
To be used as part of a 12 week program.
See support program below.

Heavy Smoker

For patients who smoke **10 or more cigarettes a day** start with

25 mg

8 weeks	2 weeks	2 weeks
25 mg 8 weeks	15 mg 2 weeks	10 mg 2 weeks

12-week Programme

Med to light Smoker

For patients who smoke **less than 10 cigarettes a day** start with

15 mg

8 weeks	4 weeks
15 mg 8 weeks	10 mg 4 weeks

12-week Programme

Nicorette® contains nicotine. Stop smoking aid. Requires willpower. **Always read the label.**

→ STEP 2

Now that you're on the brink of joining the quitters, strengthen your commitment and add your name and start date right here! Let your journey begin …



Your name: .....

Date of starting your quit journey: .....

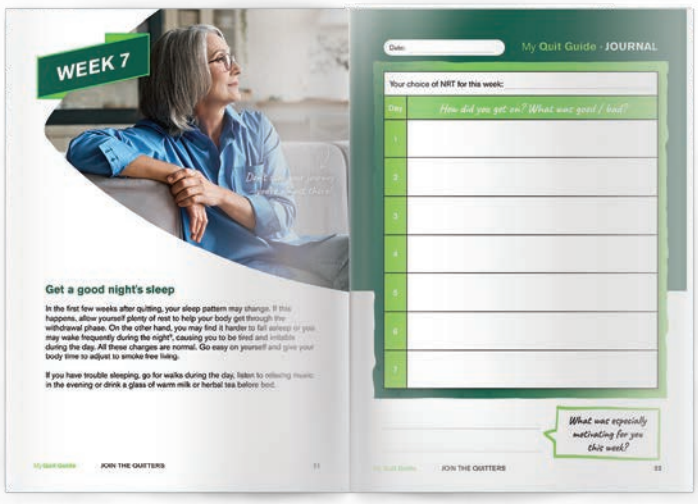
Let us introduce you to a great way to monitor your progress:

Your 12-week diary

Filled with additional tips and strategies and lots of space for your own thoughts and experiences, your weekly diary plays an important part in staying on track. Find a nice, quiet place at the end of the day or week and spend 10-15 minutes reflecting on your journey. Be proud of the progress you have made so far!

Tips and strategies you will find throughout the booklet:

→	Week 1	Strategies for success
→	Week 2 – 4	Physical dependency
→	Week 5 – 8	Emotional dependency
→	Week 9 – 12	Stay smoke-free



At the beginning of your journey, take the time to work out what your really want to change in life. It will help you when times get tough ...

Visualising your smoke-free future

Creating a personal vision board at the beginning of your journey can help you visualise the changes you want in your life. Put simply, they are a collage of photos, images, words and quotes that represent what you would like to experience more of in your life.



How to create your own vision board:

1. Quiet time
Find a quiet place and reflect on your goals and dreams. What do you want from life? No shoulds, oughts or musts – just your own inner desires. Be as specific as you can.

2. Get set
Gather your supplies. You'll need a large sheet of paper, magazines, newspapers, a really happy picture of yourself, scissors, and some glue.

3. Dig into it
This is the fun part. Go through the magazines and newspapers and tear out any images or words that appeal to you. Trust your intuition.

4. Choose your favourites
Keep only the ones you really like even if you don't know why you like them.

5. Put it together
Place your photo at the centre and arrange the images and inspiring words around it.

6. Remind yourself
Place your vision board where you will see it every day to remind you of what you are trying to achieve.

Make a pledge: I'm not stopping, I'm starting ...'

WEEK 1

Feel free to flick through the booklet for useful tips throughout your journey!

Strategies for Success

The first week is often 'make or break' time when it comes to successful quitting. Make it through the first week and you are 9 x more likely to quit for good![2] One of the main reasons people start smoking again is that they find the withdrawal symptoms so uncomfortable. Sudden bursts of intense desire or urge to smoke are often triggered by a cue as simple as having a cup of coffee or feeling stressed.

To boost your chances of success, we've put together some of the best quit strategies and tactics that have worked, and are working for other people. You don't have to use them all, but we're pretty certain that you will find many of them helpful in supporting your efforts to quit.

Be accountable to others

Publicly announce that you're going to quit.
A simple, but effective strategy. People will keep asking how you are doing and reminding you of your commitment. This will help motivate you to keep going. You won't want to let people down (you also don't want the hassle of all those well-meant reminders!).

Team up with a quit buddy.
This is someone who will help you monitor your progress, hold you accountable, and support you through the tough moments. If you can, choose someone who's also trying to quit so you can support each other through the emotions, cravings and other challenges. It's easier together.

Spot your excuses

We're all experts at coming up with excuses – it's human nature. Even when we're deeply committed to something, we look for reasons not to do it – just this once. With a little imagination we can find an excuse for every occasion, i.e. ""I'll join you outside, I need a break from my desk." – Odd, isn't it? Instead of fleeing temptation, we make seemingly harmless decisions that almost guarantee we'll give in to temptation. **The trick is to spot your excuse before you fall!**

Have you spotted an excuse of your own?

Date: .....

Your choice of NRT for this week: .....

Day	*How did you get on? What was good / bad?*
1	
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Congratulations! You've made it through your first week.

You're 9 x more likely to quit for good.[2]



WEEK 2

TIMELINE

Benefits of Quitting after 1 Week*

after 24 hours

→ your chances of heart attacks and strokes decrease.[3]

after 72 hours

→ you can breathe easier.[3]

after 5-7 Days

→ your smell and taste improve, your breath is fresher, your teeth are cleaner and your energy levels are higher.[4]

Tackling Withdrawals & Cravings

Withdrawal symptoms often occur within the first 2 weeks of quitting[5]. Withdrawal symptoms are positive signs that your body is recovering from the harmful effects of smoking. They will start to fade as your body – and mind! – gets used to quitting. Here are a few common symptoms and what you can do to overcome them.

Cough[5]

Developing a cough after quitting is a sign that your lungs are actually getting better. Drink plenty of water and use honey or suck cough drops to ease any throat irritation.

Feeling irritable[5]

This is a normal part of the quitting process. You don't need a reason to feel irritated, you just do. Don't bottle it up – or blow up. Say what's on your mind calmly and courteously. Breathe slowly and deeply. Go for a walk. Talk with someone that supports you.

Craving cigarettes

Smoking is highly addictive so cravings are common, especially in the first few days. They may be extremely uncomfortable, but try to wait them out and remind yourself that the feeling will pass. Start doing an activity, drink some water, brush your teeth. Tell yourself to wait for 30 minutes!

How to surf an urge - page 30

Date: .....

Your choice of NRT for this week: .....

Day	*How did you get on? What was good / bad?*
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What was particularly challenging for you this week?

WEEK 3



Increase your chances! Being active on a regular basis supports a reduction in cravings!

Strengthen your Willpower

According to he American Psychological Association, willpower is "the ability to resist short-term temptations in order to meet long-term goals"[6]. Willpower can be improved by reducing stress, a good night's rest and good nutrition. Boost your willpower by following these practices:

Get a good night's sleep

Exercise regularly

Whether you choose walking, dancing, gym work or yoga, regular physical exercise will make you more resilient to stress. You'll feel better too.

Drink more water

While quitting, drinking water is:

→ A good distraction! It will keep your hands and mouth busy.
→ A great way to keep hydrated.
→ A helpful way to reduce the feelings of hunger.

Date: .....

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Your choice of NRT for this week: .....

Day	*How did you get on? What was good / bad?*
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What positive changes can you already notice?

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WEEK 4

*After just 2 weeks your circulation will have improved[9]**

Set yourself up for Success

The clearer you are about what you expect from yourself, the more likely you are to succeed in quitting. Think of 'if...then' scenarios to clarify how you will act in certain situations. For example, 'If feeling tense, I will practice deep breathing.'

And if you're at a loss at what to do with your hands use a stress ball or start knitting. Now that you're on your quitter journey it's worthwhile to switch things up for a while to avoid personal high-risk situations!

We also tend to believe what we say about ourselves. Practice saying "I don't smoke". In time, you will believe it. Using "I don't" rather than "I can't" says you're in control of your actions and you're acting by choice. This makes it easier to follow through!

Get rid of the reminders. Throw away ashtrays, cigarette lighters and anything else that might tempt you to smoke.

*** Every quitting journey is unique and may vary from individual to individual.**

Date: .....

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Your choice of NRT for this week: .....

Day	*How did you get on? What was good / bad?*
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You are four weeks into your quitter journey. **Hurray!**
Make sure to **celebrate this milestone** in style!





Stumbling

Oh dear, you've had a slip and it feels as if all your hard work has been wasted. Be assured – you're not alone! Most people stumble a few times before they quit for good. It's part of the process. Of course it would be better not to slip, but we're all human. It's not the end of the world.

You have a choice now. You can use the slip as an excuse to keep smoking. Or you can try to figure out why you slipped and learn from the experience. What was the trigger that made you light up? Once you've identified it, make a plan to deal with it the next time.

Focus on the intention.
Why did you quit in the first place? Was it to give yourself the gift of good health, to look and feel better? You got derailed because you forgot your intention, or other priorities became more important. Keep your reasons for quitting in mind as you start again.

Be kind to yourself.
You'd comfort a friend in pain – treat yourself with the same compassion! Kindness is a far better motivator than guilt.

Take the smallest step.
Instead of telling yourself you'll never smoke again, say you won't smoke for the next half hour – and mean it. Then focus on the next tiny step. You can do it.

Remind yourself:
You haven't stopped quitting – you just slipped. Start afresh.

Date: .....

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Your choice of NRT for this week: .....

Day	*How did you get on? What was good / bad?*
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Make an honest list of the things you like about smoking.
It will make it easier letting them go!



Learn to manage Stress

Some people think that smoking helps deal with stress when in fact, smoking causes stress. It actually creates an increased heart rate and affects the nervous system[7]

Luckily, there are plenty of things you can do to help you deal with stress in a positive way:

Try and develop a 'can-do' attitude. If you believe you can do it, you stand a much better chance of staying off cigarettes than if you tell yourself you can't.

Focus on the here and now. Sometimes we feel overwhelmed by all the things that need our attention. Take a deep breath, put aside the things that can wait and concentrate on what is in front of you.

Do things you enjoy doing – listening to music, watching a film, playing with the dog. Not only will these activities distract you, they'll refresh your energy levels and strengthen your willpower.

Get active and have fun. Pick an activity you really enjoy - one that doesn't feel like another item on your To Do list and try do it regularly.

Date: .....

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Your choice of NRT for this week: .....

Day	*How did you get on? What was good / bad?*
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Take the smallest step – say you won't smoke for the next hour. Then focus on the next step. You can beat this!



Get a good night's sleep

In the first few weeks after quitting, your sleep pattern may change. If this happens, allow yourself plenty of rest to help your body get through the withdrawal phase. On the other hand, you may find it harder to fall asleep or you may wake frequently during the night[8], causing you to be tired and irritable during the day. All these changes are normal. Go easy on yourself and give your body time to adjust to smoke free living.

If you have trouble sleeping, go for walks during the day, listen to relaxing music in the evening or drink a glass of warm milk or herbal tea before bed.

Date: .....

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What was especially motivating for you this week?

WEEK 8

What do your friends and family try to achieve?

Share your Goals

An incredible journey doesn't have to be exclusively about quitting. Other areas like 'eat healthier food', 'declutter your home' or 'exercise regularly' can also contribute to well-being and happiness.

Share your goals among family and friends, stick together and encourage each other. Throw in a little bit of humour to help buffer stress and see the benefits in each others lives.



Surround yourself with people who support you.
What other people do, say and think affects us. Sometimes, we even pick up their habits. So, when trying to quit, it's helpful to be around people who support your decision to quit.

Date: .....

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Your choice of NRT for this week: .....

Day	*How did you get on? What was good / bad?*
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You are 2/3 into your journey. **Well done!**
You are well on your way to live your life **free of cigarettes!**





Appearance, Wellbeing & Health

Getting started is often the easy part. It's keeping it up that is difficult, no matter who you are, it's worth reminding yourself of some of the benefits of quitting.

You will smell better[9] **–**with fresher breath, hair and clothes. Your family, friends and co-workers will be delighted!

You will feel better[9] **–**with more energy than you've had in a long time, because your circulation will improve which makes all physical activity easier.

You will rediscover tastes and smells[9] **–** you'll be amazed at what you've been missing.

You will start to reduce your risk of heart disease[9] and most forms of cancer – it's not just your lungs that are affected by smoking.[9]

If you are planning a family, it's worth knowing that quitting cigarettes will increase your chances of getting pregnant and having a healthy baby.[10]

Date: .....

My **Quit Guide** · **JOURNAL**

Your choice of NRT for this week: .....

Day	*How did you get on? What was good / bad?*
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Think of 1 obstacle you changed for good in the last 9 weeks!

.....

... you're doing incredible!



TIMELINE

Benefits of Quitting after 9 Weeks*

after 4 - 12 weeks

➔ Your blood circulation will improve.[9]

➔ Coughing and wheezing may start to reduce.*

*** Every quitting journey is unique and may vary from individual to individual.**

Financial Reward

Being addicted to cigarettes is expensive so the savings can be significant. For instance, if you smoked a pack of cigarettes a day when you joined the quitters just 10 weeks ago, you will have saved R3000 by the end of this week.** Think what the savings would be in a year.

Why not put the money you save into your bank account, or a jam jar and let it grow? Use it for small treats while you are quitting or let it build to buy something special.

Put the money where you can see it and watch it grow!

Have you created your vision board yet?

A vision board is a collage of photos, images, words and quotes that represent what you would like to experience more of in your life.

How to create a vision board - page 9

**** Calculation based on pack of 20 cigarettes, average price of pack R42.99**

Date: .....

Your choice of NRT for this week: .....

Day	*How did you get on? What was good / bad?*
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What was particularly challenging for you this week?



Surf the Urge

If you catch yourself reaching for a cigarette, try 'surfing the urge'. An urge is another word for a craving. Urges are like waves – they rise in intensity, peak, then crash. Your job is to ride out the wave. You may even start to feel a sense of pride and accomplishment as you successfully deal with those cravings.

How to surf an urge:

Stop for a moment and think about the urge. Where in your body do you feel it? People trying to quit smoking often experience the urge in their hands or mouth.

Notice what the sensation feels like. It may be pressure, tingling, warmth, coolness, or something else. Be as specific as you can.

Now pay attention to your breath for the next couple of minutes. Don't try to change your breathing. You may find it helpful to say 'breathe in' as you inhale and 'breathe out' as you exhale.

Gently shift your attention back to your body. Notice if and how the sensations change.

Imagine the sensations as a wave. Watch the wave rise and fall as the intensity of the urge peaks and subsides. No matter how big the wave gets, you are a skilful surfer and you will use your breath to ride each wave.

That's it. You've surfed your first urge!

Your choice of NRT for this week: .....

Day	*How did you get on? What was good / bad?*
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What was especially motivating for you this week?

WEEK 12



Your new cigarette-free way of life – Like a breath of fresh air!

Incredible!

You may still get a craving for cigarettes (or you may not, we're all different). If you do, don't obsess about it. Distract yourself actively in a fun, absorbing and positive way.

Sing your favourite song, call a friend, go for a run, or play a game on your phone. Use the strategies you've learned along the way. Or simply tell yourself to wait 30 minutes and you'll think about it then. The craving will pass and one day they might be gone for good.

Looking forward

Sit for a few minutes and enjoy this moment. Think about your journey and dwell on the fact you've done something incredible! Write yourself a little note and tell yourself how proud you are. Now that you know what you can achieve, reflect and think again: 'What's next?'. The stars are yours for the taking!

Date: .....

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Your choice of NRT for this week: .....

Day	*How did you get on? What was good / bad?*
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You conquered all 12 weeks! **Woohoo!**
You've achieved something incredible for yourself!
We're so proud of you!





Congratulations!

You've done it! 12 weeks without smoking.
Even if you had a slip along the way, you're here now and looking forward to a smoke-free future.

Well done, for taking this incredible journey!

Sign here as someone who successfully joined the quitters:

Your name: .....

Date of conquering your quit journey: .....

To family & friends

Every now and then this diary might be taken out to reflect on this incredible journey. Why not ask your family and friends to write a note of encouragement and support as a reminder of what you've achieved ...

We're proud of you, because ...

.....

.....

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→ STEP 3

Well Done!

You've made some really positive changes in your life over these 12 weeks, changes that will benefit not just you but the people close to you. By now, you should be able to see that...

→ your breathing is easier[9]

→ your energy levels are higher[9]

→ your sense of smell and taste are beginning to return to normal[9]

Well done for getting this far, but don't worry if you haven't quit yet, 12 weeks might not have been enough for you.

And remember, should you be in need of any support in the near future, please visit **www.jnjconsumer.co.za/our-brands/nicorette** or simply go talk to your pharmacist.

We're there to help!

Keep up the good work!

Reference 1: Data on file

Reference 2: Eur Respir J. Higher dosage nicotine patches increase one-year smoking cessation rates: results from European CEASE trial. European Respiratory Journal. London 1999. P. 238 – 246.

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Reference 4: Sutherland G, editor. This is what you gain [Internet]. Netdoctor, 2012 [cited 2012 August 28] Available from Netdoctor: http://www.netdoctor.co.uk/healthy-living/wellbeing/a5018/this-is-what-you-gain

Reference 5: WEBMD [Internet]. Guide to Quit Smoking. [updated 2018. November 23; cited 2019 Nov 19]

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Reference 7: M.Gajewska, A Worth, C Urani. The acute effects of daily nicotine intake on heart rate – a toxicokinetic and toxicodynamic modelling study. Elsieriver Regulatory Toxicology and Pharmacology 70 (2014) 312 – 324

Reference 8: C. Caviness, B. Anderson, M.Stein. Impact of Nicotine and other Stimulants on Sleep in Young Adults. Journal of Addiction Medicine. 13 (3): 209 – 214. May 2019.

Reference 9: Medline Plus [Internet]. Benefits of quitting tobacco.[updated 2017. November 20; cited 2019 Nov 20]

Reference 10: Harvard Health Publishing. Conditions that affect fertility. May 2009

NICORETTE® FRESHMINT 4 mg – Reg. No. A40/34/0523. Each piece contains 20 mg nicotine-resin complex 20%, equivalent to 4 mg nicotine. NICORETTE® Transdermal Patch 10 mg – Reg. No. 45/32.16/0952. Each patch contains nicotine equivalent to 1,75 mg per 1,0 cm^2. Content of nicotine per patch 15,75 mg. NICORETTE® Transdermal Patch 15 mg – Reg. No. 45/32.16/0953. Each patch contains nicotine equivalent to 1,75 mg per 1,0 cm^2. Content of nicotine per patch 23,62 mg. NICORETTE® Transdermal Patch 25 mg – Reg. No. 45/32.16/0954. Each patch contains nicotine equivalent to 1,75 mg per 1,0 cm^2. Content of nicotine per patch 39,37 mg. For full prescribing information, refer to package insert approved by the Regulatory Authority. ®Trademark © Johnson & Johnson (Pty) Ltd 2020. ZA/NI/19-1075

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