

NICODERM

 **nicorette**[®]

Stop cravings. Quit smoking.

5X
higher

Your chances of quitting smoking can be up to 5X higher with nicotine replacement therapy (NRT) and your doctor's advice vs willpower alone



Only to be used by adults who are trying to quit smoking.
WARNING: These products contain nicotine. Nicotine is highly addictive.

Why quit?

The benefits start quickly after your last cigarette



20 minutes

Your blood pressure drops to a level similar to what it was before your last cigarette



8 hours

The level of carbon monoxide (a toxic gas) in your blood drops to normal



**2 weeks to
3 months**

Your airways relax and lung function begins to improve



1 to 9 months

You cough less and lung function continues to improve



5 years

Your risk of having a stroke is reduced to that of a non-smoker's



10 years

Your risk of getting certain cancers (e.g., lung, mouth, bladder, kidney) significantly decreases



15 years

Your risk of coronary heart disease is similar to that of a non-smoker

Experiencing withdrawal symptoms?

It is normal to experience withdrawal symptoms after quitting. They can begin within hours of the last cigarette and are at maximal intensity during the first week.

If you stay smoke-free for the first week, you are **9X** more likely to quit for good.



Up to 48 hours

10% of quitters experience **light-headedness**



Up to 1 week

25% of quitters have **disturbed sleep**



Up to 2 weeks

60% of quitters have **poor concentration**



Up to 2 weeks

Around 70% of quitters experience **nicotine cravings**, but the intensity will reduce over time



Up to 4 weeks

Up to 60% of quitters experience **restlessness** or symptoms of **depression, irritability** or **aggression**



Up to 10 weeks

70% of quitters have an **increased appetite**



A nicotine craving only lasts 3 to 5 minutes. Practice the 4Ds technique to help you overcome the wave of cravings until it passes.

Use the 4Ds technique to help manage withdrawal symptoms



Delay

Wait 5 minutes for the feeling to go away. Take a shower, clean out a closet – delay until the urge passes.

Distract

Do something else to take your mind off of smoking. When the craving hits, stop what you are doing and do something different.

Deep breathing

Inhale through your nose and hold it for 5 seconds. Slowly breathe out of your mouth for a count of 7 seconds. Repeat until the urge passes.

Drink water

This action can replace hand-to-mouth behaviour. Try sipping slowly, holding each sip in your mouth for a few seconds.

Customize *how* you quit with combination therapy



Combination therapy is 30% more effective than using one NRT alone.

NICODERM® for craving support throughout the day



NICODERM® Transdermal patch
Delivers continuous 24-hour support



NICORETTE® for fast relief of breakthrough cravings



NICORETTE® QuickMist®
An instant-release mouth spray for fast craving relief



NICORETTE® Gum
Relieves cravings and withdrawal symptoms



NICORETTE® Lozenge
Discreet craving relief



NICORETTE® Inhaler
Flexible dosing that satisfies the hand-to-mouth ritual



How do I use NICODERM®?

Step 1: Choose a skin area above your waist – make sure it is clean, dry and free of hair so that the patch can stick well.

Step 2: Apply the sticky side of the patch to your skin and press firmly for 10–20 seconds. Rinse your hands with water to wash any nicotine from your fingers.

Step 3: Wear the patch for 24 hours. Remove and discard after use.

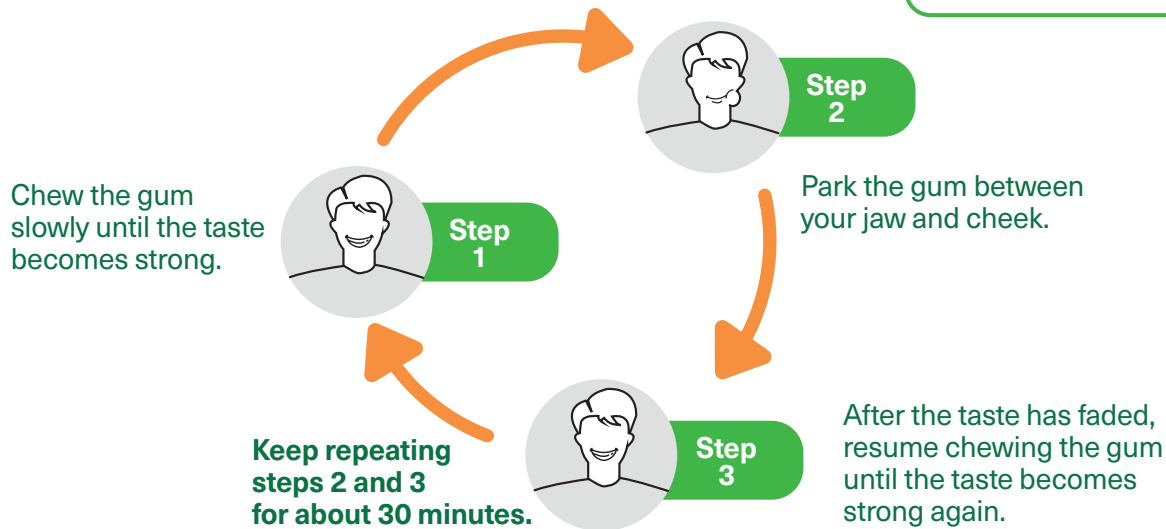
For complete directions for use and warnings, always refer to the product insert/booklet provided with NICODERM® Patch.

How do I use NICORETTE®?

For complete directions for use and warnings, always refer to the product insert/booklet provided with your NICORETTE® product.

NICORETTE® Gum

Do not drink acidic beverages (e.g., coffee, tea, alcohol) 15 minutes before or while using the gum.



NICORETTE® Inhaler

Setup

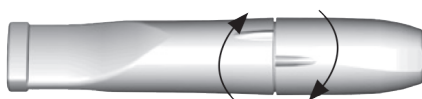
1. Remove the mouthpiece from the plastic wrap. Align the marking and separate the two parts of the mouthpiece.



2. Remove one cartridge from the cartridge tray and press it firmly into the bottom of the mouthpiece until the seal breaks.



3. Replace the top of the mouthpiece by aligning the markings and pressing down firmly to break the foil on the cartridge. Twist to misalign the marking and secure.



How to use

Hold the mouthpiece between your fingers, placing the tapered end in your mouth. Inhale and hold for a moment in your mouth to allow the nicotine to absorb through the lining of your mouth.



Puffing with the inhaler for 5 minutes will give you enough nicotine for 4 uses.



Puffing with the inhaler for 10 minutes will give you enough nicotine for 2 uses. Use for longer and more often at first to help control your cravings.



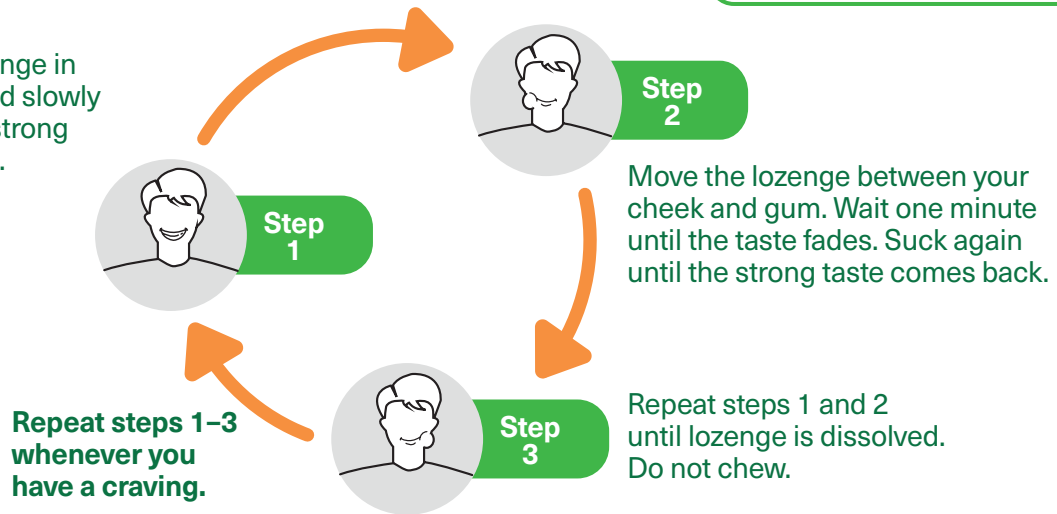
20 minutes of continuous puffing will use up all the nicotine in the cartridge.

The nicotine cartridge will dry out after 48 hours if it's punctured, even if unused.

NICORETTE® Lozenge

Do not drink acidic beverages (e.g., coffee, tea, alcohol) 15 minutes before or while using the lozenge.

Place one lozenge in your mouth and slowly suck it until a strong taste develops.



NICORETTE® QuickMist®

Do not inhale while spraying into mouth. Do not drink acidic beverages (e.g., coffee, tea, alcohol) 15 minutes before using the spray as this can reduce its effectiveness.

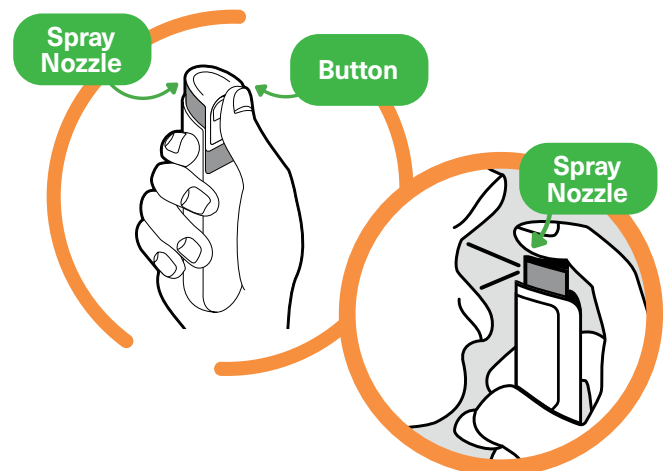
Step 1: Slide the button down until it can be pushed lightly inwards.

Step 2: Hold the button in the pushed position and slide it upwards until the top of the dispenser locks in place.

Step 3: Prime the pump by pressing the top firmly into a tissue until a fine mist appears. You may need to repeat this step if you haven't used your spray for a few days.

Step 4: Press the top of the nozzle to release 1 spray into your mouth. Use 1 to 2 sprays when you have a craving. Wait a few seconds before swallowing to allow the spray to absorb.

Step 5: Close the dispenser by pushing it inward lightly. Slide the button down to lock and then release.



For complete directions for use and warnings, always refer to the product insert/booklet provided with your NICORETTE® product.

For provider use only.

Nicotine replacement therapy (NRT) recommendations

Patient name: _____ Date: _____

Cigarettes smoked a day: _____ Time to 1st cigarette: <30 min | >30 min

Next appointment: _____

Quit strategy: Quit today Reduce to Quit® Reduce

NRT product



NICODERM® Patch Step

7 mg 14 mg 21 mg



+



NICORETTE® QuickMist®
for quick 30-second craving relief



or



NICORETTE® Gum
to use on-the-go

2 mg 4 mg



or



NICORETTE® Lozenge
for discreet relief

2 mg 4 mg



or



NICORETTE® Inhaler
for hand-to-mouth action

4 mg



Learn more at Nicorette.ca and Nicoderm.ca.