

nicorette[®]
NICOderm

Customize Your Quit



nicorette[®]
NICOderm

McNeil
Consumer Healthcare

McNeil Consumer Healthcare, division of Johnson & Johnson Inc.,
Markham, Canada L3R 5L2
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PSNRT15-80E

Tailored treatment to help stop smoking

I'm ready to take
the first step
to stop smoking.

My quit-smoking plan starts here:

My name:
.....

My reason
for quitting:
.....

My quit-smoking
or cigarette-
reduction plan
starts (enter date):
.....

My recommended
treatment plan
from my doctor:

The NICORETTE® and NICODERM® brands offer a number of different product options to help you on your quit-smoking journey. Read through the options below to help decide on which product might be right for you.

All smokers are different and that is why NICORETTE® and NICODERM® are available in a wide range of doses and formats to help you quit smoking.



Tailored treatment to help stop smoking



NICORETTE® QUICKMIST® P. 6
An instant-release mouth spray that gets to work on cravings in 60 seconds.



NICODERM® Patch P. 8
A 24-hour steady delivery of nicotine (available in a 3-step plan).



NICORETTE® Gum P. 12
Helps relieve cravings and withdrawal symptoms (available in 2 mg and 4 mg chewing pieces).



NICORETTE® Mini Lozenge P. 18
A convenient and discreet option that completely dissolves in the mouth.



NICORETTE® Inhaler P. 20
Helps address the hand-to-mouth ritual.



NICODERM® + NICORETTE® Combination Therapy P. 23
For those who need extra support to quit.

For more information about NICORETTE® or NICODERM® products, visit our consumer information websites at www.nicorette.ca or www.nicoderm.ca

NICORETTE® QUICKMIST®

NICORETTE® QUICKMIST® spray is an instant-release mouth spray that gets to work on cravings in 60 seconds.



How does it work?

The NICORETTE® QUICKMIST® spray is designed to be sprayed directly into the mouth. This provides a small amount of nicotine to your body for a short period of time and gives fast relief from cravings.

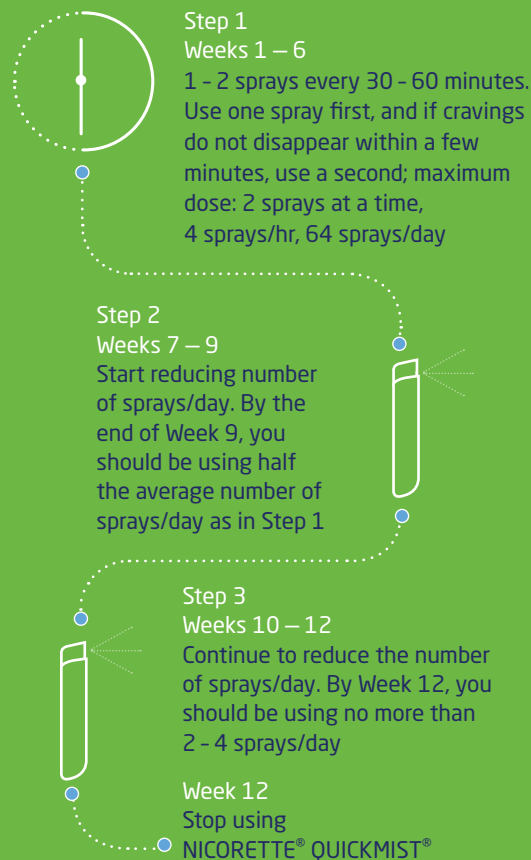
NICORETTE® QUICKMIST® relieves cravings fast making you almost 150% more likely to quit vs. willpower alone.

Now in a new flavour!

Remember, if you have any questions about how or when to use NICORETTE® QUICKMIST®, please ask your pharmacist or doctor. Always read and follow the directions provided on the package label and package insert.

How do I use the NICORETTE® QUICKMIST®?

When you're quitting smoking, for fast, effective craving relief, here is how you should use it:



It is important to complete treatment. If you feel you need to use NICORETTE® QUICKMIST® for longer than 6 months to keep from smoking, talk to your pharmacist or doctor.

NICODERM® Patch

The NICODERM® Patch is a clear, daily Patch that provides 24-hour steady release of nicotine to help manage withdrawal symptoms and control cravings.

NICODERM® offers a comprehensive treatment plan tailored to the amount you smoke. Use the 3-step program to quit smoking by gradually reducing the strength of your Patch.

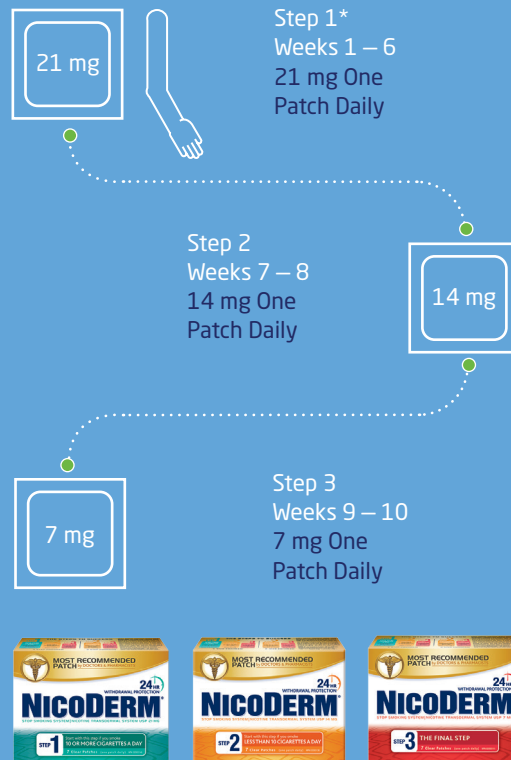


How does it work?

The NICODERM® Patch helps you stop smoking by delivering a steady release of nicotine to help reduce withdrawal symptoms and nicotine cravings all day long.

How do I use the NICODERM® Patch?

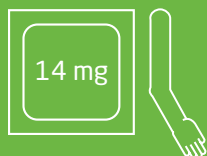
If you smoke **10 cigarettes or more** per day:



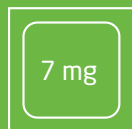
* If you weigh less than 45 kg (100 lbs), or have heart disease and your doctor has recommended NICODERM®, start with Step 2 (see page 10).

How do I use the NICODERM® Patch?

If you smoke **less than 10 cigarettes** per day, weigh less than 45 kg (100 lbs), or have heart disease and your doctor has recommended NICODERM®:



Step 2
Weeks 1 – 6
14 mg One Patch Daily
Initial Treatment Period



Step 3
Weeks 7 – 8
7 mg One Patch Daily
Step-Down
Treatment Period

If you still feel the
urge to smoke, continue Step 3
for weeks 9 and 10

Remember, if you have any questions about how or when to use NICODERM® Patch, please ask your pharmacist or doctor. Always read and follow the directions provided on the package label and package insert.

Design your personalized
quit plan with the
NICODERM® Patch.
Visit www.nicoderm.ca

NICORETTE® Gum

NICORETTE® Gum allows you to actively control how much nicotine you use and when you use it.



It is available in two strengths:

- **4 mg Gum:** For those who smoke more than 25 cigarettes per day
- **2 mg Gum:** For those who smoke up to 25 cigarettes per day



It's important to choose the correct strength to suit your individual smoking pattern.

How does it work?

When you chew NICORETTE® Gum, it releases controlled amounts of nicotine into your body to help you deal with cravings and withdrawal symptoms. When you use NICORETTE® Gum correctly, you can double your chances of stopping smoking successfully.

There are **two ways to quit smoking with NICORETTE® Gum**:

1. Quit immediately (STOP-TO-QUIT): If you are a smoker who is ready to quit abruptly, set a Quit Date and use NICORETTE® Gum whenever you have the urge to smoke. (Follow the STOP-TO-QUIT program as outlined in the package insert.)

2. Quit gradually (REDUCE-TO-QUIT®): If you are a smoker who is unable or not ready to quit smoking abruptly, use NICORETTE® Gum to reduce the number of cigarettes you smoke each day until you are ready to quit. (Follow the REDUCE-TO-QUIT® program as outlined in the package insert.) For people who have not been able to quit before, the REDUCE-TO-QUIT® program can increase your chances of quitting by more than 4 times.

NICORETTE® Gum flavours



Fresh
Mint

Cinnamon

Ice Mint

Fresh
Fruit

Extreme
Chill®

Variety
Flavour

Now available
in a variety
flavour pack!

How do I use the NICORETTE® Gum?

To make sure you get the most from NICORETTE® Gum, you should use the correct chewing technique:



Step 1

Chew the gum slowly, until the taste becomes strong

Step 2

1 Minute
Rest the Gum between your cheek and gums



Step 3

Chew & Repeat
After about 30 minutes, you have released all the medicine



DO NOT:

- Chew more than one piece of NICORETTE® Gum at a time.
- Use more than 20 pieces of gum per day.

How do I quit gradually?

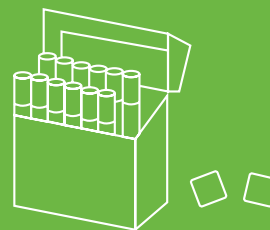
For **REDUCE-TO-QUIT®**, use NICORETTE® Gum for 6 months to reduce the number of cigarettes.

First 6 Weeks

Ease into it

Identify the cigarettes that matter **least**

Replace them with NICORETTE® Gum



Weeks 7 – 16

Cut down by 50%

Eliminate some of the more “important” cigarettes (e.g., first of the day, after meals)

Use NICORETTE® Gum to help manage cravings and withdrawal symptoms

Weeks 17 – 24

Gradually eliminate the remaining cigarettes from your day

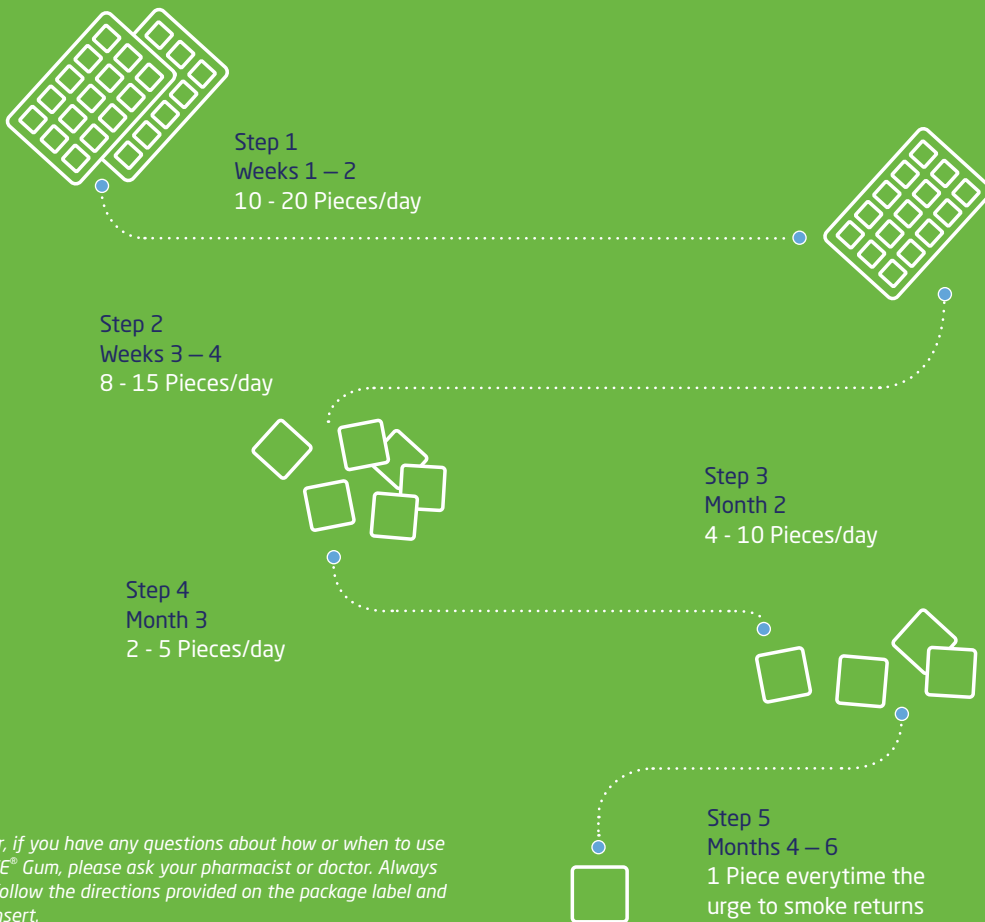
Stay focused on your goal
Continue to help manage cravings and withdrawal symptoms with NICORETTE® Gum



When you have reduced the number of cigarettes you smoke each day to a point that you feel you are ready to stop smoking completely, you can follow the instructions as outlined in STOP-TO-QUIT.

How many pieces should I use?

For **STOP-TO-QUIT**, it is recommended that you take NICORETTE® Gum for 6 months.



Remember, if you have any questions about how or when to use NICORETTE® Gum, please ask your pharmacist or doctor. Always read and follow the directions provided on the package label and package insert.

NICORETTE® Mini Lozenge

NICORETTE® Mini Lozenge allows you to actively control how much nicotine you use and when you use it.



It is available in two strengths:

- **4 mg Lozenge:** For those who smoke more than 25 cigarettes per day
- **2 mg Lozenge:** For those who smoke 25 cigarettes or less per day

It's important to choose the correct strength based on your nicotine dependence level.

How does it work?

When you slowly dissolve a NICORETTE® Mini Lozenge in your mouth, it releases controlled amounts of nicotine into your body to help you deal with cravings and withdrawal symptoms such as irritability and nervousness.

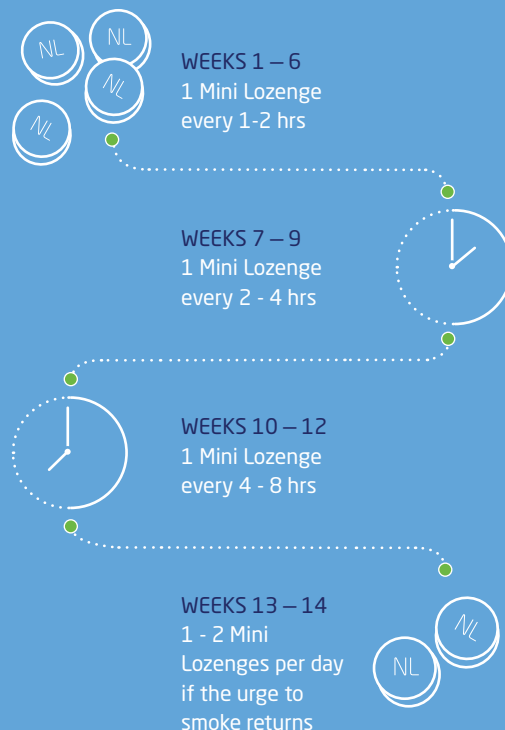
How do I use the NICORETTE® Mini Lozenge?

Allow one Mini Lozenge to dissolve in your mouth. Move it occasionally from one side of your mouth to the other. Repeat until completely dissolved (approximately 10 minutes).

DO NOT:

- Eat or drink while the Mini Lozenge is in your mouth.
- Use more than 15 lozenges per day.

How many Mini Lozenges should I use?



The Mini Lozenge should not be chewed or swallowed whole. It is important to complete treatment. If you feel you need to use NICORETTE® Mini Lozenge for longer than 6 months to keep from smoking, talk to your pharmacist or doctor.

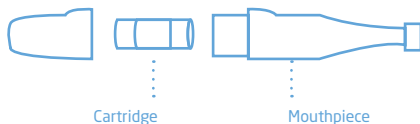
Remember, if you have any questions about how or when to use NICORETTE® Mini Lozenges, please ask your pharmacist or doctor. Always read and follow the directions provided on the package label and package insert.

NICORETTE® Inhaler

The NICORETTE® Inhaler keeps your hands busy, so if you are likely to miss the hand-to-mouth habit of smoking, then this option may be most suitable for you.

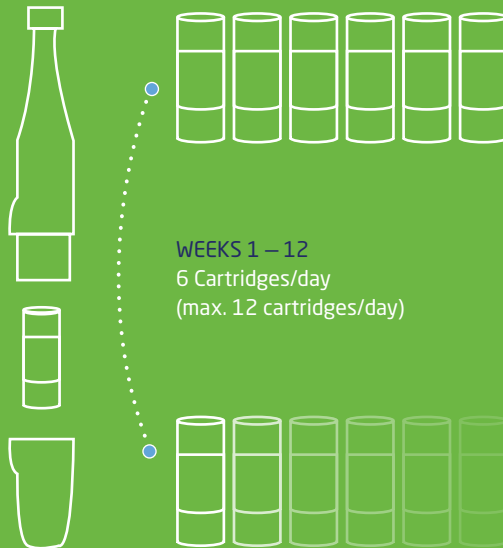
How does it work?

The NICORETTE® Inhaler is made up of a mouthpiece and a replaceable nicotine cartridge. When you draw on the mouthpiece, the cartridge releases nicotine to help relieve your cravings. And, because it is held like a cigarette, your hands are kept busy too.



How do I use the NICORETTE® Inhaler?

The NICORETTE® Inhaler may be used to calm the craving for a cigarette and to satisfy the hand-to-mouth ritual of the smoker.



WEEKS 1 – 12
6 Cartridges/day
(max. 12 cartridges/day)

WEEKS 13 – 24
Reduce number of cartridges gradually. Stop using the Inhaler when you are down to 1 – 2 cartridges per day

Remember, if you have any questions about how or when to use NICORETTE® Inhaler, please ask your pharmacist or doctor. Always read and follow the directions provided on the package label and package insert.



Combination Nicotine Replacement Therapy

Now you can combine NICODERM® and NICORETTE® products. Proven to improve your chances to quit by 3X vs. cold turkey.

What is combination therapy?

It's a breakthrough method of quitting. Use NICODERM® for constant support against withdrawal symptoms plus NICORETTE® for extra craving relief when you need to tackle your toughest cravings.

How does it work?

Simply use a NICODERM® patch PLUS any NICORETTE® product that suits your needs:



*If the amount of Nicotine Replacement Therapy you're using does not help you stop smoking, talk with your pharmacist or doctor about using NICODERM® + NICORETTE® Combination Therapy, and to make sure you are using the amount that will work best for **you**.*

Consumer resources to help you on your quit-smoking journey:

NICORETTE®
Website
nicorette.ca

NICODERM®
Website
nicoderm.ca

Your local Quitline
1-866-366-3667
www.gosmokefree.gc.ca/quit

Quitlines offer free, personalized, non-judgmental coaching, support and information about quitting smoking and commercial tobacco use.

Canadian Cancer Society's
Smokers Helpline
1-877-523-5333
www.smokershelpline.ca

Smokers' Helpline offers free quitting support by phone, online, or by text message.

The Lung Association
1-888-566-LUNG (5864)
www.lung.ca

Call The Lung Association to find out about smoking support groups and counseling.