

New Indication
Quitting Gradually
REDUCE-TO-QUIT™

Help your patients make molehills out of a mountain



Recommend REDUCE-TO-QUIT™ with NICORETTE®

It was demonstrated that people on NICORETTE® Gum were

over 4X more successful at quitting vs. placebo

(n=37/800 vs. n=8/796). The successful NICORETTE® reducer†

had a **36.7% likelihood of quitting long-term**

(being quit at 12 mths; n=37/101).^{†‡}



A new way to look at...

nicorette®

NICORETTE® Gum is a stop smoking aid designed to provide partial substitution for the nicotine in cigarette smoke and is intended as a temporary aid in cushioning the patient against the psychopharmacological effects of nicotine withdrawal symptoms. NICORETTE® Gum is indicated in smoking cessation and can be used as an adjunct to a smoking cessation program. It can be used for quitting abruptly (smokers set a quit date and use NICORETTE® Gum to control their nicotine cravings and withdrawal symptoms) or quitting gradually (for smokers unable or not ready to quit abruptly, NICORETTE® Gum can be used to gradually reduce the number of cigarettes smoked per day prior to making a quit attempt). It is also indicated for temporary abstinence, in which a smoker temporarily refrains from smoking. See Product Monograph for important patient selection information.

NICORETTE® Gum is contraindicated in patients who are hypersensitive to this drug or to any ingredient in the formulation or component of the container, patients in the immediate post-myocardial infarction period, patients with life-threatening arrhythmias, patients with severe or worsening angina pectoris, patients with active temporomandibular joint disease, pregnant or nursing women, non-smokers and children under 18 years of age.

The amounts of nicotine that are tolerated by adult smokers can produce symptoms of poisoning and could prove fatal if ingested by children or pets. Patients should be warned to keep NICORETTE® Gum out of the reach of children and pets. Simultaneous smoking and chewing of NICORETTE® Gum should be avoided. Incidence of side effects with NICORETTE® Gum varies considerably. It can cause headache, light-headedness, hiccups, upset stomach and other stomach problems, especially if chewed too quickly or not chewed correctly, burping, increased salivation, jaw ache, unusual taste in mouth, gingivitis, irritated or inflamed tongue, bleeding gums, tongue discoloration and sores. Other common side effects include mouth or throat soreness.¹

[†]Smokers who were successful at reducing their cigarette consumption at 4 months.

[‡]Pooled results from 4 placebo-controlled, double-blind trials in healthy smokers (n=1,596) motivated to reduce their smoking. Patients were randomized to receive either the gum (n=800) or placebo (n=796).¹

