**CHOOSE THE PRODUCT THAT’S RIGHT FOR YOU AND LEARN HOW TO USE IT**

**NICODERM® CQ® PATCH**

Helps prevent the urge to smoke all day long.

Features Extended Release SmartControl® Technology, that starts to deliver nicotine fast and continues steadily throughout the day.

**Nicorette® Gum**

Patented dual-coated technology. Great taste. Intense craving relief.*

An effective and easily portable solution for craving relief in social situations.

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**DOSING INFORMATION AND HOW TO USE**

**NICODERM® CQ® PATCH**

- **STEP 1**
  - One 21-mg patch/day
  - 6 weeks
  - Skip
  - 6 weeks
  - 2 weeks
  - 2 weeks

- **STEP 2**
  - One 14-mg patch/day
  - 2 weeks
  - 2 weeks
  - 2 weeks

- **STEP 3**
  - One 7-mg patch/day
  - Stop Treatment

**If you smoke more than 10 cigarettes per day...**

**If you smoke 10 or fewer cigarettes per day...**

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**Nicorette® Gum**

- **WEEKS 1-6**
  - 1 piece every 1-2 hours

- **WEEKS 7-9**
  - 1 piece every 2-4 hours

- **WEEKS 10-12**
  - 1 piece every 4-8 hours

**If you smoke within 30 minutes of waking up...**

- 4-mg gum

**If you smoke more than 30 minutes after waking up...**

- 2-mg gum

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*To improve your chances of success, chew at least 9 pieces of gum for the first 6 weeks and complete the 12-week program. Do not use more than 24 pieces of gum per day. While using Nicorette® Gum, be sure to follow the “Chew and park” instructions included on the label. It is important to complete treatment. If you feel the need to use the gum for a longer period to keep from smoking, talk to your health care provider.*

**Behavioral support increases chances of success. Read and follow label directions.**

*Craving relief associated with quitting smoking.
CHOOSE THE PRODUCT THAT’S RIGHT FOR YOU AND LEARN HOW TO USE IT

**NICORETTE® LOZENGE**

Nicotine lasts even after it dissolves.

Appropriate for those seeking craving relief that lasts so they can stay focused throughout their journey.

**NICORETTE® MINI LOZENGE**

Starts to relieve sudden cravings fast.† Anytime. Anywhere.

An effective and easily portable solution for craving relief in social situations.

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**DOSING INFORMATION AND HOW TO USE**

<table>
<thead>
<tr>
<th>WEEKS 1-6</th>
<th>WEEKS 7-9</th>
<th>WEEKS 10-12</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 lozenge every 1-2 hours</td>
<td>1 lozenge every 2-4 hours</td>
<td>1 lozenge every 4-8 hours</td>
</tr>
</tbody>
</table>

If you smoke within 30 minutes of waking up...

> 4-mg lozenge

If you smoke more than 30 minutes after waking up...

> 2-mg lozenge

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To improve your chances of quitting, use at least 9 lozenges per day for the first 6 weeks. Do not use more than 5 lozenges in 6 hours or 20 lozenges per day.

†GSK clinical study 4 mg only vs placebo.

Behavioral support increases chances of success. Read and follow label directions.