

# YOUR GUIDE TO LIVING A **SMOKE-FREE LIFE**



When it's time to quit smoking,  
**YOU KNOW WHY. WE KNOW HOW.**



# WHICH PRODUCT IS RIGHT FOR YOU?

Coupled with following all your other quit strategies, NicoDerm CQ<sub>®</sub> and Nicorette<sup>®</sup> provide a range of solutions that can help you stop smoking. These products offer unique benefits that are as individual as you are.

For steady nicotine levels that last all day...



## NICODERM CQ PATCH

Helps prevent the urge to smoke all day long.

Features Extended Release SmartControl<sup>®</sup> Technology that starts to deliver nicotine fast and continues steadily throughout the day.

For relief right when a craving hits...



## NICORETTE<sup>®</sup> GUM

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

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

\*Craving relief associated with quitting smoking.



## NICORETTE<sup>®</sup> LOZENGE

Nicotine lasts even after it dissolves.

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

\*GSK clinical study 4 mg only vs placebo.



## NICORETTE<sup>®</sup> MINI LOZENGE

Starts to relieve sudden cravings fast. Anytime. Anywhere.<sup>‡</sup>

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

<sup>‡</sup>4 mg only. Craving relief in as little as 3 minutes. Follow label directions for proper dosing.

An important strategy for quitting is to follow your doctor's recommendations and the dosing information on the packaging.

Read and follow label directions. Behavioral support increases chances of success. Refer to downloadable dosing information for complete product dosing.







# Convenient 10ct Size!

## Cinnamon Surge, White Ice Mint, & Fruit Chill Gum



**Cinnamon Surge now in  
New Convenient 10ct size!**

CONTACT YOUR LOCAL NICORETTE  
SALES REPRESENTATIVE ON HOW  
TO ORDER OR EMAIL  
[RON.C.MAURO@GSK.COM](mailto:RON.C.MAURO@GSK.COM)

Take back  
Control

**7 OUT OF 10 USERS SAY  
NICORETTE GUM  
TASTES BETTER THAN  
STORE BRAND\***

\*Overall taste preference between coated gum flavors based on initial taste (1 minute of use).  
Behavioral support program increases chances of success. Read and follow label directions.  
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