



Smoking Cessation

New tailored treatment approaches to help your patients quit smoking successfully.

Healthcare professionals are a main influence to help smokers quit successfully. Physician-led counselling has increased cessation rates by 66%.¹⁰⁷ And – patients want your help. Studies show that 85% of patients expect and want their physician to bring up smoking cessation.⁹ When counselling patients, offer treatment tailored to their needs to help maximize success.

For patients who want to quit – but aren't ready to quit abruptly, there's NICORETTE® REDUCE TO QUIT®(RTQ).

Smokers chew NICORETTE® Gum whenever they have a craving and gradually reduce the need for nicotine replacement

In smokers who have not been able to quit before, the NICORETTE® Gum RTQ program may increase the chances of quitting by over 4X¹⁸

For patients who are ready to quit abruptly, NICORETTE® and NICODERM® can now be used in combination:

Augments nicotine levels when intense cravings occur¹¹³



Nicotine Replacement Therapy (NRT) + counselling is 4X more effective vs. cold turkey¹¹⁰

Learn more & access smoking cessation resources at

helpthemquit.ca



NICORETTE®/NICODERM® are smoking cessation aids that can reduce withdrawal symptoms and nicotine cravings in adults 18 years old and over. NICORETTE® QUICKMIST® gets to work on cravings in 60 seconds. NICODERM® is indicated as an aid to smoking cessation by reducing nicotine withdrawal symptoms and cravings. NICORETTE® Gum can help patients stop smoking by reducing withdrawal symptoms and nicotine cravings. NICORETTE® Inhaler is indicated as a temporary aid to help smokers who strongly desire to end their smoking habit and may be used to reduce cravings and satisfy the hand-to-mouth ritual of the smoker. NICORETTE® Lozenge can help patients stop smoking by reducing withdrawal symptoms, including cravings associated with smoking cessation.

See Warnings, Cautions and Directions of Use at: <https://health-products.canada.ca/lnhpd-bdpsnh/index-eng.jsp> Always direct the patient to read the label. The Product Licenses are also available by calling: 1-800-387-6582.