

NICORETTE® Gum

Relieves cravings **and** withdrawal symptoms

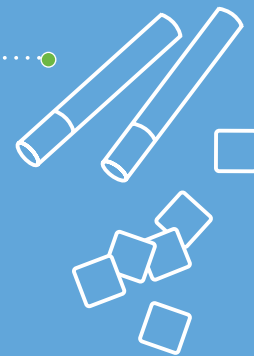
REDUCE-TO-QUIT® method



First 6 weeks

Easing into it

Patients identify the cigarettes that matter **least**
Replaced with NICORETTE® Gum



Weeks 7 – 16

Cigarettes cut down by 50%

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

NICORETTE® Gum is used to help manage cravings
and withdrawal symptoms



Weeks 17 – 24

Cigarettes gradually
eliminated from the day

Stay focused on their goal

Patients can move on to the Stop to Quit program
(Stop smoking completely and follow
Gum Program 1 as per the package insert)

Instruct patients to not chew more than one piece of NICORETTE® Gum at a time or to exceed 20 pieces per day.

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