

Nicorette[®]

2mg



Coated
for Intense Flavor
Cinnamon Surge

Drug Facts

Active ingredient **Purpose**
(in each chewing piece) Nicotine polacrilex (equal to 2mg nicotine)..... Stop smoking aid

Use • reduces withdrawal symptoms, including nicotine craving, associated with quitting smoking

Warnings
If you are pregnant or breast-feeding, only use this medicine on the advice of your health care provider. Smoking can seriously harm your child. Try to stop smoking without using any nicotine replacement medicine. This medicine is believed to be safer than smoking. However, the risks to your child from this medicine are not fully known.

Do not use
• if you continue to smoke, chew tobacco, use snuff, or use a nicotine patch or other nicotine containing products

Ask a doctor before use if you have
• a sodium-restricted diet
• heart disease, recent heart attack, or irregular heartbeat. Nicotine can increase your heart rate.
• high blood pressure not controlled with medication. Nicotine can increase blood pressure.
• stomach ulcer or diabetes

Ask a doctor or pharmacist before use if you are
• using a non-nicotine stop smoking drug
• taking prescription medicine for depression or asthma. Your prescription dose may need to be adjusted.

Stop use and ask a doctor if
• mouth, teeth or jaw problems occur
• irregular heartbeat or palpitations occur
• you get symptoms of nicotine overdose such as nausea, vomiting, dizziness, diarrhea, weakness and rapid heartbeat

Keep out of reach of children and pets. Pieces of nicotine gum may have enough nicotine to make children and pets sick. Wrap used pieces of gum in paper and throw away in the trash. In case of overdose, get medical help or contact a Poison Control Center right away.

Directions
• if you are under 18 years of age, ask a doctor before use

Drug Facts (continued)

• before using this product, read the enclosed User's Guide for complete directions and other important information
• stop smoking completely when you begin using the gum
• **if you smoke 25 or more cigarettes a day;** use 4mg nicotine gum
• **if you smoke less than 25 cigarettes a day;** use according to the following 12 week schedule:

Weeks 1 to 6	Weeks 7 to 9	Weeks 10 to 12
1 piece every 1 to 2 hours	1 piece every 2 to 4 hours	1 piece every 4 to 8 hours

• nicotine gum is a medicine and must be used a certain way to get the best results
• chew the gum slowly until it tingles. Then park it between your cheek and gum. When the tingle is gone, begin chewing again, until the tingle returns.
• repeat this process until most of the tingle is gone (about 30 minutes)
• do not eat or drink for 15 minutes before chewing the nicotine gum, or while chewing a piece
• to improve your chances of quitting, use at least 9 pieces per day for the first 6 weeks
• if you experience strong or frequent cravings, you may use a second piece within the hour. However, do not continuously use one piece after another since this may cause you hiccups, heartburn, nausea or other side effects.
• do not use more than 24 pieces a day
• it is important to complete treatment. Stop using the nicotine gum at the end of 12 weeks. If you still feel the need to use nicotine gum, talk to your doctor.

Other information
• each piece contains: calcium 94mg, sodium 11mg
• store at 20 - 25°C (68 - 77°F)
• protect from light

Inactive ingredients acacia, acesulfame potassium, carnauba wax, edible ink, flavor, gum base, hypromellose, magnesium oxide, menthol, peppermint oil, polysorbate 80, sodium bicarbonate, sodium carbonate, sucralose, titanium dioxide, xylitol

Questions or comments? call toll-free 1-800-419-4766 (English/Spanish) weekdays (9:00 a.m. - 4:30 p.m. ET)

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SCHAWK
ART MANAGEMENT
FOR LAYOUT ONLY — NOT FINAL ART
Job Number: 706406
File Name: 706406NROCinn POP 2mg190ct.ai
Date/Initials: 02.13.07 mt

LAYOUT PURPOSES ONLY! PLEASE REVIEW CAREFULLY!

Drug Facts

Active ingredient (in each chewing piece) **Purpose**
 Nicotine polacrilex (equal to 2mg nicotine).....Stop smoking aid

Use • reduces withdrawal symptoms, including nicotine craving, associated with quitting smoking

Warnings
 If you are pregnant or breast-feeding, only use this medicine on the advice of your health care provider. Smoking can seriously harm your child. Try to stop smoking without using any nicotine replacement medicine. This medicine is believed to be safer than smoking. However, the risks to your child from this medicine are not fully known.

Do not use
 • if you continue to smoke, chew tobacco, use snuff, or use a nicotine patch or other nicotine containing products

Ask a doctor before use if you have
 • a sodium-restricted diet
 • heart disease, recent heart attack, or irregular heartbeat. Nicotine can increase your heart rate.
 • high blood pressure not controlled with medication. Nicotine can increase blood pressure.
 • stomach ulcer or diabetes

Ask a doctor or pharmacist before use if you are
 • using a non-nicotine stop smoking drug
 • taking prescription medicine for depression or asthma. Your prescription dose may need to be adjusted.

Stop use and ask a doctor if
 • mouth, teeth or jaw problems occur
 • irregular heartbeat or palpitations occur
 • you get symptoms of nicotine overdose such as nausea, vomiting, dizziness, diarrhea, weakness and rapid heartbeat

Keep out of reach of children and pets. Pieces of nicotine gum may have enough nicotine to make children and pets sick. Wrap used pieces of gum in paper and throw away in the trash. In case of overdose, get medical help or contact a Poison Control Center right away.

Flip open for Directions and additional information
 Retain this package for complete product information

■ not for sale to those under 18 years of age
 ■ proof of age required
 ■ not for sale in vending machines or from any source where proof of age cannot be verified



PS

Nicorette

nicotine polacrilex gum, 2mg
 stop smoking aid

2mg

FOR THOSE WHO
**SMOKE LESS THAN
 25 CIGARETTES A DAY**

If you smoke 25 or more
 cigarettes a day:
 use Nicorette 4mg



**Coated
 for Intense Flavor**

**Cinnamon Surge
 Gum**

Nicorette

**20 PIECES,
 2mg EACH**

TO INCREASE YOUR SUCCESS IN QUITTING:

1. You must be motivated to quit.
2. **Use Enough** - Chew at least 9 pieces of Nicorette per day during the first six weeks.
3. **Use Long Enough** - Use Nicorette for the full 12 weeks.
4. **Use with a support program** as directed in the enclosed User's Guide.



To remove the gum, tear off single unit.



Peel off backing, starting at corner with loose edge.



Push gum through foil.

Free Audio CD upon request. See inside.

Experience a NEW unexpectedly BOLD Flavor from Nicorette Cinnamon Surge

SAVE \$5.00

on Nicorette® Cinnamon Surge Gum 100 Count



MANUFACTURER'S COUPON EXPIRES 12/31/2010

Redeemable at food, drug and mass merchandise stores. CONSUMER: Limit 1 coupon per purchase of indicated product(s). You pay any sales tax. You are not eligible for this offer if reimbursement for the product will be sought from any federal or state healthcare program, including Medicare or Medicaid, or any similar federal or state programs, including any state pharmaceutical assistance program, or under any private insurance, HMO, or other third-party payment arrangement. RETAILER: GSK will reimburse you the face value of this coupon plus 12¢ Handling Fee if submitted in compliance with our Redemption Policy. Copy available upon request. Cash value 1/100 of 1¢. Coupon is void if altered, transferred, exchanged, sold, copied or if prohibited by law. Good only in USA and at APOs, FPOs. Send coupons to: GlaxoSmithKline Consumer Healthcare, P.O. Box 880658, El Paso, Texas 88588-0658. ©2006 GlaxoSmithKline Read and follow label directions.



Redeem this coupon on 100 Ct. Nicorette Cinnamon Surge to be available at a store near you beginning September 2007 OR go to Nicorette.com NOW for product availability!

Drug Facts (continued)

Directions

- if you are under 18 years of age, ask a doctor before use
- before using this product, read the enclosed User's Guide for complete directions and other important information
- stop smoking completely when you begin using the gum
- if you smoke 25 or more cigarettes a day; use 4mg nicotine gum
- if you smoke less than 25 cigarettes a day; use according to the following 12 week schedule:

Weeks 1 to 6	Weeks 7 to 9	Weeks 10 to 12
1 piece every 1 to 2 hours	1 piece every 2 to 4 hours	1 piece every 4 to 8 hours

- nicotine gum is a medicine and must be used a certain way to get the best results
- chew the gum slowly until it tingles. Then park it between your cheek and gum. When the tingle is gone, begin chewing again, until the tingle returns.
- repeat this process until most of the tingle is gone (about 30 minutes)
- do not eat or drink for 15 minutes before chewing the nicotine gum, or while chewing a piece
- to improve your chances of quitting, use at least 9 pieces per day for the first 6 weeks
- if you experience strong or frequent cravings, you may use a second piece within the hour. However, do not continuously use one piece after another since this may cause you hiccups, heartburn, nausea or other side effects.
- do not use more than 24 pieces a day
- it is important to complete treatment. Stop using the nicotine gum at the end of 12 weeks. If you still feel the need to use nicotine gum, talk to your doctor.

Other information

- each piece contains: calcium 94mg, sodium 11mg
- store at 20 - 25°C (68 - 77°F)
- protect from light

Inactive ingredients acacia, acesulfame potassium, carnauba wax, edible ink, flavor, gum base, hypromellose, magnesium oxide, menthol, peppermint oil, polysorbate 80, sodium bicarbonate, sodium carbonate, sucralose, titanium dioxide, xylitol

Questions or comments?

call toll-free 1-800-419-4766 (English/Spanish) weekdays (9:00 am - 4:30 pm ET)

Distributed by
GlaxoSmithKline Consumer Healthcare, L.P.
 Moon Township, PA 15108
 Made in Sweden
 ©2007 GlaxoSmithKline
 www.nicorette.com
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This product is protected in sealed blisters. Do not use if individual blisters or printed backings are broken, open, or torn.

0325PC

SCHAWK
 ■ ART MANAGEMENT

FOR LAYOUT ONLY — NOT FINAL ART
 Job Number: 641481
 File Name: 0325PC NRO Blister2mg DF.ai
 Date/Initials: 2.7.07 DS

NO COPY AREA



EAS Tagged (38)

Free Audio CD upon request. See inside.
 302391A
 www.nicorette.com
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 Moon Township, PA 15108
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 Distributed by
 GlaxoSmithKline Consumer Healthcare, L.P.

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where proof of age cannot be verified

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- proof of age required
- proof of sale in vending machines or from any source

Nicorette
 Cinnamon Surge Gum

Drug Facts
 Active ingredient (in each chewing piece): Nicotine polacrilex (equal to 2mg nicotine). Stop smoking aid.

Warnings
 Use - reduces withdrawal symptoms, including nicotine craving, associated with quitting smoking.

If you are pregnant or breast-feeding, only use this medicine on the advice of your health care provider. Smoking can seriously harm your child. Try to stop smoking without using any nicotine replacement medicine. This medicine is believed to be safer than smoking. However, the risks to your child from this medicine are not fully known.

Do not use
 - if you continue to smoke, chew tobacco, use snuff, or use a nicotine patch or other nicotine containing products.

Ask a doctor before use if you have
 - a sodium-restricted diet
 - heart disease, recent heart attack, or regular heartbeat. Nicotine can increase your heart rate.
 - high blood pressure not controlled with medication. Nicotine can increase blood pressure.

Ask a doctor or pharmacist before use if you are
 - taking prescription medicine for depression or asthma. Your prescription dose may need to be adjusted.
 - using a non-nicotine stop smoking drug

Stop use and ask a doctor if
 - mouth, teeth or jaw problems occur
 - frequent headache or palpitations occur
 - you get symptoms of nicotine overdose such as nausea, vomiting, dizziness, diarrhea, weakness and rapid heartbeat

Keep out of reach of children and pets. Pieces of nicotine gum may have enough nicotine to make children and pets sick. Wrap used pieces of gum in paper and throw away in the trash. In case of overdose, get medical help or contact a Poison Control Center right away.

Directions
 - before using this product, read the enclosed User's Guide for complete directions and other important information
 - stop smoking completely when you begin using the gum
 - if you smoke 25 or more cigarettes a day, use 4mg nicotine gum
 - if you smoke less than 25 cigarettes a day, use according to the following 12 week schedule:

Weeks 1 to 6	Weeks 7 to 9	Weeks 10 to 12
1 piece every 1 to 2 hours	1 piece every 2 to 4 hours	1 piece every 4 to 8 hours

Other information
 - each piece contains: calcium 94mg, sodium 11mg • store at 20 - 25°C (68 - 77°F) • protect from light
 - nicotine gum is a medicine and must be used a certain way to get the best results
 - chew the gum slowly until it tingles, then park it between your cheek and gum. When the tingle is gone, begin chewing again, until the tingle returns.
 - repeat this process until most of the tingle is gone (about 30 minutes)
 - do not eat or drink for 15 minutes before chewing the nicotine gum, or while chewing a piece
 - to improve your chances of quitting, use at least 9 pieces per day for the first 6 weeks
 - if you experience strong or frequent cravings, you may use a second piece within the hour. However, do not continuously use one piece after another since this may cause you hiccups, heartburn, nausea or other side effects.
 - do not use more than 24 pieces a day
 - it is important to complete treatment. Stop using the nicotine gum at the end of 12 weeks. If you still feel the need to use nicotine gum, talk to your doctor.

Drug Facts (continued)
Inactive ingredients acacia, acesulfame potassium, carnauba wax, edible ink, flavor, gum base, hypromellose, magnesium oxide, menthol, peppermint oil, poly sorbate 80, sodium bicarbonate, sodium carbonate, sucralose, titanium dioxide, xylitol

Questions or comments?
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Nicorette
 Cinnamon Surge Gum

PLACE ANTI-THEFT STICKER HERE

THEFT SURVEILLANCE TAG AREA

TO INCREASE YOUR SUCCESS IN QUITTING:

- You must be motivated to quit.
- Use Enough** - Chew at least 9 pieces of Nicorette per day during the first six weeks.
- Use Long Enough** - Use Nicorette for the full 12 weeks.
- Use with a support program** as directed in the enclosed User's Guide.

To remove the gum, tear off single unit.

Peel off backing, starting at corner with loose edge.

Push gum through foil.

FREE
 INDIVIDUALIZED STOP SMOKING PROGRAM
COMMITTED QUITTERS[™]
 VISIT COMMITTEDQUITTERS.COM
 (To Enroll See Details Inside)

190 PIECES, 2mg EACH

NEW Bold Cinnamon Flavor

Nicorette[®]

nicotine polacrilex gum, 2mg • stop smoking aid

2mg

Coated for Intense Flavor

Cinnamon Surge Gum

190 PIECES, 2mg EACH

FOR THOSE WHO SMOKE LESS THAN 25 CIGARETTES A DAY
 If you smoke 25 or more cigarettes a day: use Nicorette 4mg

Nicorette[®]

Cinnamon Surge Gum

OPEN HERE

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<p>NICORETTE® 2mg nicotine polacriflex CINNAMON SURGE Distributed by: GlaxoSmithKline Moon Twp, PA 15108 1 piece 00/0000 00000</p>	<p>NICORETTE® 2mg nicotine polacriflex CINNAMON SURGE Distributed by: GlaxoSmithKline Moon Twp, PA 15108 1 piece 00/0000 00000</p>	<p>NICORETTE® 2mg nicotine polacriflex CINNAMON SURGE Distributed by: GlaxoSmithKline Moon Twp, PA 15108 1 piece 00/0000 00000</p>	<p>NICORETTE® 2mg nicotine polacriflex CINNAMON SURGE Distributed by: GlaxoSmithKline Moon Twp, PA 15108 1 piece 00/0000 00000</p>	<p>NICORETTE® 2mg nicotine polacriflex CINNAMON SURGE Distributed by: GlaxoSmithKline Moon Twp, PA 15108 1 piece 00/0000 00000</p>
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NICORETTE® 2mg CINNAMON SURGE 10 pieces

Chew Activated Release® Keep out of reach of children

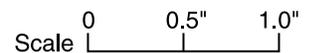
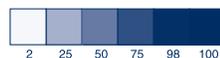
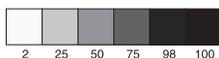
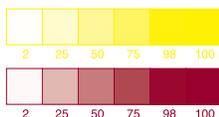
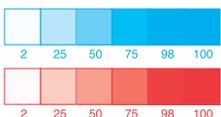
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GLUE FLAP - NO VARNISH / NO COPY



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GlaxoSmithKline		PACKAGING SPECIFICATION		Date: 12.22.06
S A M 1000 GSK Drive, Moon Township, PA 15108		SCHAWK LINK #: 651023		
PCE NO.: NRO 735-06		UPC/SKU NO.: N/A		
BRAND: Nicorette		E.V. NO. & FORMAT: N/A		
DESCRIPTION: Cinnamon Surge		DIMENSIONS: 126mm x 52mm x 6.5mm		
COMPONENT: Sleeve		DIE NO.: NRO0002SL		
VOLUME CONTENTS/SIZE: 2/4mg All Sizes		PACKAGING SITE: Pfizer		
FORM NO.: 88752XA		PRINTER: Nord Emballage		
COUNTRY: USA		PREPRESS: Pfizer		
Computer Software: Illustrator CS2		REPLACES FORM NO.: New		
Artist: Mike Taylor		REVISION 1:		
KEYWORDS:		REVISION 2:		
S C H A W K Kalamazoo 2325 N. Burdick St. • Kalamazoo, MI 49007 • (269) 381-3820				
JOB NUMBER:		DATE:		
PRINTER PLEASE NOTE YOUR RESPONSIBILITIES:		OPERATOR:		
* Inspect all incoming materials upon receipt. * Verify bar codes have been created to your specifications.		SALES SERVICE:		
		BWR:		
		DISTORTION: 100% ↓ x 100% ↔		
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NEW Bold Cinnamon Flavor

4mg

FOR THOSE WHO
SMOKE **25 OR MORE**
CIGARETTES A DAY
If you smoke less than
25 cigarettes a day,
use Nicorette 2mg

Coated
for Intense Flavor

Cinnamon Surge Gum



Nicorette[®]
nicotine polacrilex gum, 4mg • stop smoking aid
20 PIECES, 4mg EACH

PS

OUTSIDE

LAYOUT PURPOSES ONLY!
PLEASE REVIEW CAREFULLY!

PS

INSIDE



Free Audio CD upon request. See Inside.

SAVE \$5.00 Experience a **NEW** unexpectedly **BOLD** Flavor from Nicorette Cinnamon Surge

MANUFACTURER'S COUPON EXPIRES 12/31/2010

Redeemable at food, drug and mass merchandise stores. **CONSUMERS** Limit 1 coupon per purchase of Nicorette Cinnamon Surge Gum. This offer is not valid for purchases of Nicorette Cinnamon Surge Gum made at retail outlets participating in the product will be sought from any federal or state healthcare program, including Medicare or Medicaid, or any similar federal or state programs, including any state pharmaceutical assistance program, or under any private insurance, HMO, or other third-party payment arrangement. **RETAILER** GSK will reimburse you the face value of the coupon. Coupon is void if altered, transferred, exchanged, copied, photocopied, or otherwise reproduced. Cash value 1/100 of 1¢. Coupon is void if altered, transferred, exchanged, sold, copied or if prohibited by law. Good only in USA and at APOs. **Send coupons to:** GlaxoSmithKline Consumer Healthcare, P.O. Box 6806, Research Triangle Park, NC 27709, USA. ©2010 GlaxoSmithKline. Read and follow label directions.



on Nicorette[®] Cinnamon Surge Gum
100 Count

410927



5 0006899282 3 (8101)3 41092 0507

Redeem this coupon on 100 ct. Nicorette Cinnamon Surge to be available at a store near you beginning September 2007 **OR** go to Nicorette.com **NOW** for product availability!



TO INCREASE YOUR SUCCESS IN QUITTING:

1. You must be motivated to quit.
2. Use Enough - Chew at least 9 pieces of Nicorette per day during the first six weeks.
3. Use Long Enough - Use Nicorette for the full 12 weeks.
4. Use with a support program as directed in the enclosed User's Guide.

This product is protected in sealed blisters. Do not use if individual blisters or printed backings are broken, open, or torn.

Distributed by **Glaxo Consumer Healthcare, L.P.**
One Corporate Center
Moon Township, PA 15108
Made in Sweden

©2007 GlaxoSmithKline
www.nicorette.com

Other information
•each piece contains: calcium 94mg, sodium 13mg
•store at 20 - 25°C (68 - 77°F)
•protect from light

Inactive ingredients acacia, acetylflame potassium, camauaba wax, D&C yellow #10 Al, lake, edible ink, flavor, gum base, hypromellose, magnesium oxide, menthol, peppermint oil, polysorbate 80, sodium carbonate, sucrose, titanium dioxide, xylitol

Questions or comments?
call toll-free 1-800-419-4766 (English/Spanish) weekdays 9:00 am - 4:30 pm ET

Drug Facts (continued)
Directions
•If you are under 18 years of age, ask a doctor before use
•before using this product, read the enclosed User's Guide for complete directions and other important information
•stop smoking completely when you begin using the gum
•if you smoke less than 25 cigarettes a day, use 2mg nicotine gum
•if you smoke 25 or more cigarettes a day, use according to the following 12 week schedule:

Weeks 1 to 6	Weeks 7 to 9	Weeks 10 to 12
1 piece every 1 to 2 hours	1 piece every 2 to 4 hours	1 piece every 4 to 8 hours

•nicotine gum is a medicine and must be used a certain way to get the best results
•chew the gum slowly until it tingles. Then park it between your cheek and gum. When the tingle is gone, begin chewing again, until the tingle returns.
•repeat this process until most of the tingle is gone (about 30 minutes)
•do not eat or drink acidic beverages before using the nicotine gum, or while chewing a piece of gum. Wait at least 90 minutes after using the nicotine gum, the first 6 weeks.
•if you experience strong or frequent cravings, you may use a second piece within the hour. However, do not continuously use one piece after another since this may cause you hiccups, heartburn, nausea or other side effects.
•do not use more than 24 pieces a day
•it is important to complete treatment. Stop using the nicotine gum at the end of 12 weeks. If you still feel the need to use nicotine gum, talk to your doctor.

SCHAWK
■ ART MANAGEMENT
FOR LAYOUT ONLY — NOT FINAL ART
Job Number: 707706
File Name: 707706 NRO Cinn BnsCard4mgR3.ai
Date/Initials: 02.16.07 mt

Drug Facts

Active ingredient (in each chewing piece)..... Nicotine polacrilex (equivalent to 4mg nicotine)..... Stop smoking aid

Use •reduces withdrawal symptoms, including nicotine craving, associated with quitting smoking

Warnings
If you are pregnant or breast-feeding, only use this medicine on the advice of your health care provider. Smoking can seriously harm your child. Try to stop smoking without using any nicotine replacement medicine. This medicine is believed to be safer than smoking. However, the risks to your child from this medicine are not fully known.

Do not use
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Ask a doctor before use if you have
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•high blood pressure not controlled with medication. Nicotine can increase blood pressure.

Ask a doctor or pharmacist before use if you are
•taking a non-nicotine stop smoking drug
•taking prescription medicine for depression or asthma. Your prescription dose may need to be adjusted.

Stop use and ask a doctor if
•irregular heartbeat or palpitations occur

Keep out of reach of children and pets. Pieces of nicotine gum may have enough nicotine to make children and pets sick. Wrap used pieces of gum in paper and throw away in the trash. In case of overdose, get medical help or contact a Poison Control Center right away.

Flip open for Directions and additional information

Return this package for complete product information

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<p>NICORETTE® 4mg nicotine polacriflex CINNAMON SURGE Distributed by: GlaxoSmithKline Moon Twp, PA 15108 1 piece 000000</p>	<p>NICORETTE® 4mg nicotine polacriflex CINNAMON SURGE Distributed by: GlaxoSmithKline Moon Twp, PA 15108 1 piece 000000</p>	<p>NICORETTE® 4mg nicotine polacriflex CINNAMON SURGE Distributed by: GlaxoSmithKline Moon Twp, PA 15108 1 piece 000000</p>	<p>NICORETTE® 4mg nicotine polacriflex CINNAMON SURGE Distributed by: GlaxoSmithKline Moon Twp, PA 15108 1 piece 000000</p>	<p>NICORETTE® 4mg nicotine polacriflex CINNAMON SURGE Distributed by: GlaxoSmithKline Moon Twp, PA 15108 1 piece 000000</p>
<p>NICORETTE® 4mg CINNAMON SURGE 10 pieces Chew Activated Release® Keep out of reach of children</p>				
<p>NICORETTE® 4mg nicotine polacriflex CINNAMON SURGE Distributed by: GlaxoSmithKline Moon Twp, PA 15108 1 piece 000000</p>	<p>NICORETTE® 4mg nicotine polacriflex CINNAMON SURGE Distributed by: GlaxoSmithKline Moon Twp, PA 15108 1 piece 000000</p>	<p>NICORETTE® 4mg nicotine polacriflex CINNAMON SURGE Distributed by: GlaxoSmithKline Moon Twp, PA 15108 1 piece 000000</p>	<p>NICORETTE® 4mg nicotine polacriflex CINNAMON SURGE Distributed by: GlaxoSmithKline Moon Twp, PA 15108 1 piece 000000</p>	<p>NICORETTE® 4mg nicotine polacriflex CINNAMON SURGE Distributed by: GlaxoSmithKline Moon Twp, PA 15108 1 piece 000000</p>

Drug Facts

Active ingredient (in each chewing piece) **Purpose**
 Nicotine polacrilex (equal to 4mg nicotine).....Stop smoking aid

Use • reduces withdrawal symptoms, including nicotine craving, associated with quitting smoking

Warnings
 If you are pregnant or breast-feeding, only use this medicine on the advice of your health care provider. Smoking can seriously harm your child. Try to stop smoking without using any nicotine replacement medicine. This medicine is believed to be safer than smoking. However, the risks to your child from this medicine are not fully known.

Do not use
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Ask a doctor before use if you have
 • a sodium-restricted diet
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 • irregular heartbeat or palpitations occur
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■ not for sale to those under 18 years of age
 ■ proof of age required
 ■ not for sale in vending machines or from any source where proof of age cannot be verified



PS

Nicorette

nicotine polacrilex gum, 4mg
 stop smoking aid

4mg

FOR THOSE WHO
 SMOKE 25 OR MORE
 CIGARETTES A DAY

If you smoke less than 25 cigarettes a day:
 use Nicorette 2mg



Coated
 for Intense Flavor

Cinnamon Surge
 Gum

Nicorette

20 PIECES,
 4mg EACH

TO INCREASE YOUR SUCCESS IN QUITTING:

1. You must be motivated to quit.
2. **Use Enough** - Chew at least 9 pieces of Nicorette per day during the first six weeks.
3. **Use Long Enough** - Use Nicorette for the full 12 weeks.
4. **Use with a support program** as directed in the enclosed User's Guide.



To remove the gum, tear off single unit.



Peel off backing, starting at corner with loose edge.



Push gum through foil.

Free Audio CD upon request. See inside.

Experience a NEW unexpectedly BOLD Flavor from Nicorette Cinnamon Surge

SAVE \$5.00

on Nicorette® Cinnamon Surge Gum 100 Count



MANUFACTURER'S COUPON | EXPIRES 12/31/2010

Redeemable at food, drug and mass merchandise stores. CONSUMER: Limit 1 coupon per purchase of indicated product(s). You pay any sales tax. You are not eligible for this offer if reimbursement for the product will be sought from any federal or state healthcare program, including Medicare or Medicaid, or any similar federal or state programs, including any state pharmaceutical assistance program, or under any private insurance, HMO, or other third-party payment arrangement. RETAILER: GSK will reimburse you the face value of this coupon plus 12¢ Handling Fee if submitted in compliance with our Redemption Policy. Copy available upon request. Cash value 1/100 of 1¢. Coupon is void if altered, transferred, exchanged, sold, copied or if prohibited by law. Good only in USA and at APOs, FPOs. Send coupons to: GlaxoSmithKline Consumer Healthcare, P.O. Box 880658, El Paso, Texas 88588-0658. ©2006 GlaxoSmithKline Read and follow label directions.



Redeem this coupon on 100 Ct. Nicorette Cinnamon Surge to be available at a store near you beginning September 2007 OR go to Nicorette.com NOW for product availability!

Drug Facts (continued)

Directions

- if you are under 18 years of age, ask a doctor before use
- before using this product, read the enclosed User's Guide for complete directions and other important information
- stop smoking completely when you begin using the gum
- if you smoke less than 25 cigarettes a day; use 2mg nicotine gum
- if you smoke 25 or more cigarettes a day; use according to the following 12 week schedule:

Weeks 1 to 6	Weeks 7 to 9	Weeks 10 to 12
1 piece every 1 to 2 hours	1 piece every 2 to 4 hours	1 piece every 4 to 8 hours

- nicotine gum is a medicine and must be used a certain way to get the best results
- chew the gum slowly until it tingles. Then park it between your cheek and gum. When the tingle is gone, begin chewing again, until the tingle returns.
- repeat this process until most of the tingle is gone (about 30 minutes)
- do not eat or drink for 15 minutes before chewing the nicotine gum, or while chewing a piece
- to improve your chances of quitting, use at least 9 pieces per day for the first 6 weeks
- if you experience strong or frequent cravings, you may use a second piece within the hour. However, do not continuously use one piece after another since this may cause you hiccups, heartburn, nausea or other side effects.
- do not use more than 24 pieces a day
- it is important to complete treatment. Stop using the nicotine gum at the end of 12 weeks. If you still feel the need to use nicotine gum, talk to your doctor.

Other information

- each piece contains: calcium 94mg, sodium 13mg
- store at 20 - 25°C (68 - 77°F)
- protect from light

Inactive ingredients acacia, acesulfame potassium, carnauba wax, D&C yellow #10 Al. lake, edible ink, flavor, gum base, hypromellose, magnesium oxide, menthol, peppermint oil, polysorbate 80, sodium carbonate, sucralose, titanium dioxide, xylitol

Questions or comments?

call toll-free 1-800-419-4766 (English/Spanish) weekdays (9:00 am - 4:30 pm ET)

Distributed by
GlaxoSmithKline Consumer Healthcare, L.P.
 Moon Township, PA 15108
 Made in Sweden
 ©2007 GlaxoSmithKline
 www.nicorette.com
 00000XX



This product is protected in sealed blisters. Do not use if individual blisters or printed backings are broken, open, or torn.

0325PC

SCHAWK
 ■ ART MANAGEMENT

FOR LAYOUT ONLY — NOT FINAL ART
 Job Number: 641481
 File Name: 0325PC NRO Blister4mg DF.ai
 Date/Initials: 2.7.07 DS

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37

EAS Tagged

Free Audio CD upon request. See inside.
Includes Carrying Case

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www.nicorette.com
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This product is protected in sealed blisters. Do not use if individual blisters or printed backings are broken, open, or torn.

■ not for sale to those under 18 years of age
■ proof of age required
■ not for sale in vending machines or from any source where proof of age cannot be verified

Nicorette
Cinnamon Surge Gum

302151A

817602

817602

Drug Facts
Active ingredient (in each chewing piece) Nicotine polacrilex (equal to 4mg nicotine).....Stop smoking aid

Use
• reduces withdrawal symptoms, including nicotine craving, associated with quitting smoking

Warnings
If you are pregnant or breast-feeding, only use this medicine on the advice of your health care provider. Smoking can seriously harm your child. Try to stop smoking without using any nicotine replacement medicine. This medicine is believed to be safer than smoking. However, the risks to your child from this medicine are not fully known.

Do not use
• if you continue to smoke, chew tobacco, use snuff, or use a nicotine patch or other nicotine containing products

Ask a doctor before use if you have
• a sodium-restricted diet
• heart disease, recent heart attack, or irregular heartbeat. Nicotine can increase your heart rate.
• high blood pressure not controlled with medication. Nicotine can increase blood pressure.
• stomach ulcer or diabetes

Ask a doctor or pharmacist before use if you are
• using a non-nicotine stop smoking drug

Stop use and ask a doctor if
• you get symptoms of nicotine overdose such as nausea, vomiting, dizziness, diarrhea, weakness and rapid heartbeat
• mouth, teeth or jaw problems occur
• irregular heartbeat or palpitations occur

Keep out of reach of children and pets. Pieces of nicotine gum may have enough nicotine to make children and pet sick. Wrap used pieces of gum in paper and throw away in the trash. In case of overdose, get medical help or contact a Poison Control Center right away.

Directions
• If you are under 18 years of age, ask a doctor before use
• before using this product, read the enclosed User's Guide for complete directions and other important information
• stop smoking completely when you begin using the gum
• If you smoke less than 25 cigarettes a day, use 2mg nicotine gum
• If you smoke 25 or more cigarettes a day, use according to the following 12 week schedule:

Weeks 1 to 6	Weeks 7 to 9	Weeks 10 to 12
1 piece every 1 to 2 hours	1 piece every 2 to 4 hours	1 piece every 4 to 8 hours

Other information
• nicotine gum is a medicine and must be used a certain way to get the best results
• chew the gum slowly until it tingles. Then park it between your cheek and gum. When the tingle is gone, begin chewing again, until the tingle returns.
• repeat this process until most of the tingle is gone (about 30 minutes)
• do not eat or drink for 15 minutes before chewing the nicotine gum, or while chewing a piece
• to improve your chances of quitting, use at least 9 pieces per day for the first 6 weeks
• if you experience strong or frequent cravings, you may use a second piece within the hour. However, do not continuously use one piece after another since this may cause you hiccups, heartburn, nausea or other side effects.
• do not use more than 24 pieces a day
• it is important to complete treatment. Stop using the nicotine gum at the end of 12 weeks. If you still feel the need to use nicotine gum, talk to your doctor.

Each piece contains: calcium 94mg, sodium 13mg • store at 20 - 25°C (68 - 77°F) • protect from light

Drug Facts (continued)
Inactive ingredients: acacia, acesulfame potassium, carnauba wax, D.C. yellow #10 AI, lake, edible ink, flavor, gum base, hypromellose, polyorbate 80, sodium carbonate, sucralose, magnesium oxide, menthol, peppermint oil, titanium dioxide, xylitol

Questions or comments?
call toll-free 1-800-419-4766 (English/Spanish) weekdays (9:00 am - 4:30 pm ET)

Nicorette
Cinnamon Surge Gum

PLACE ANTI-THEFT STICKER HERE

THEFT SURVEILLANCE TAG AREA

817602

817602

TO INCREASE YOUR SUCCESS IN QUITTING:

1. You must be motivated to quit.
2. **Use Enough** - Chew at least 9 pieces of Nicorette per day during the first six weeks.
3. **Use Long Enough** - Use Nicorette for the full 12 weeks.
4. **Use with a support program** as directed in the enclosed User's Guide.



To remove the gum, tear off single unit.



Peel off backing, starting at corner with loose edge.



Push gum through foil.

100 PIECES, 4mg EACH

NEW Bold Cinnamon Flavor

Nicorette
nicotine polacrilex gum, 4mg • stop smoking aid

4mg

FOR THOSE WHO SMOKE 25 OR MORE CIGARETTES A DAY

If you smoke less than 25 cigarettes a day; use Nicorette 2mg



Coated for Intense Flavor

Cinnamon Surge Gum

100 PIECES, 4mg EACH

Nicorette
Cinnamon Surge Gum

OPEN HERE

Nicorette®



Coated
for Intense Flavor
Cinnamon Surge

4
Tmg

Drug Facts

Active ingredient **Purpose**
(in each chewing piece) Nicotine polacrilex (equal to 4mg nicotine)..... Stop smoking aid

Use • reduces withdrawal symptoms, including nicotine craving, associated with quitting smoking

Warnings
If you are pregnant or breast-feeding, only use this medicine on the advice of your health care provider. Smoking can seriously harm your child. Try to stop smoking without using any nicotine replacement medicine. This medicine is believed to be safer than smoking. However, the risks to your child from this medicine are not fully known.

Do not use
• if you continue to smoke, chew tobacco, use snuff, or use a nicotine patch or other nicotine containing products

Ask a doctor before use if you have
• a sodium-restricted diet
• heart disease, recent heart attack, or irregular heartbeat. Nicotine can increase your heart rate.
• high blood pressure not controlled with medication. Nicotine can increase blood pressure.
• stomach ulcer or diabetes

Ask a doctor or pharmacist before use if you are
• using a non-nicotine stop smoking drug
• taking prescription medicine for depression or asthma. Your prescription dose may need to be adjusted.

Stop use and ask a doctor if
• mouth, teeth or jaw problems occur
• irregular heartbeat or palpitations occur
• you get symptoms of nicotine overdose such as nausea, vomiting, dizziness, diarrhea, weakness and rapid heartbeat

Keep out of reach of children and pets. Pieces of nicotine gum may have enough nicotine to make children and pets sick. Wrap used pieces of gum in paper and throw away in the trash. In case of overdose, get medical help or contact a Poison Control Center right away.

Directions
• if you are under 18 years of age, ask a doctor before use

Drug Facts (continued)

• before using this product, read the enclosed User's Guide for complete directions and other important information
• stop smoking completely when you begin using the gum
• **if you smoke 25 or more cigarettes a day;** use 4mg nicotine gum
• **if you smoke less than 25 cigarettes a day;** use according to the following 12 week schedule:

Weeks 1 to 6	Weeks 7 to 9	Weeks 10 to 12
1 piece every 1 to 2 hours	1 piece every 2 to 4 hours	1 piece every 4 to 8 hours

• nicotine gum is a medicine and must be used a certain way to get the best results
• chew the gum slowly until it tingles. Then park it between your cheek and gum. When the tingle is gone, begin chewing again, until the tingle returns.
• repeat this process until most of the tingle is gone (about 30 minutes)
• do not eat or drink for 15 minutes before chewing the nicotine gum, or while chewing a piece
• to improve your chances of quitting, use at least 9 pieces per day for the first 6 weeks
• if you experience strong or frequent cravings, you may use a second piece within the hour. However, do not continuously use one piece after another since this may cause you hiccups, heartburn, nausea or other side effects.
• do not use more than 24 pieces a day
• it is important to complete treatment. Stop using the nicotine gum at the end of 12 weeks. If you still feel the need to use nicotine gum, talk to your doctor.

Other information
• each piece contains: calcium 94mg, sodium 13mg
• store at 20 - 25°C (68 - 77°F)
• protect from light

Inactive ingredients acacia, acesulfame potassium, carnauba wax, D&C yellow #10 Al. lake, edible ink, flavor, gum base, hypromellose, magnesium oxide, menthol, peppermint oil, polysorbate 80, sodium carbonate, sucralose, titanium dioxide, xylitol

Questions or comments? call toll-free 1-800-419-4766 (English/Spanish) weekdays (9:00 a.m. - 4:30 p.m. ET)

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SCHAWK
ART MANAGEMENT
FOR LAYOUT ONLY — NOT FINAL ART
Job Number: 706406
File Name: 706406NROCinn POP 4mg190ct.ai
Date/Initials: 02.13.07 mt

LAYOUT PURPOSES ONLY! PLEASE REVIEW CAREFULLY!

NO PRINT AREA		NO PRINT AREA	
 <p>STEP 1 1 piece every 1 to 2 hours</p>	 <p>STEP 2 1 piece every 2 to 4 hours</p>	 <p>STEP 3 1 piece every 4 to 8 hours</p>	 <p>EX-SMOKER</p>
AT THE BEGINNING OF WEEK #1 (QUIT DATE)	AT THE BEGINNING OF WEEK #7	AT THE BEGINNING OF WEEK #10	12 WEEKS AFTER QUIT DATE
NO PRINT AREA		NO PRINT AREA	

NO PRINT AREA

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Consumer Healthcare, L.P.

PLACE THESE STICKERS ON YOUR CALENDAR.

NO PRINT AREA

Nicorette[®]

nicotine polacrilex gum
2mg and 4mg User's Guide



**HOW TO USE NICORETTE
TO HELP YOU QUIT SMOKING.**

Copyright ©2006 **GlaxoSmithKline** Consumer Healthcare, L.P.



(See insert)



KEYS TO SUCCESS.

- 1) You must really want to quit smoking for **Nicorette**[®] to help you.
- 2) You can greatly increase your chances for success by using at least 9 to 12 pieces every day when you start using **Nicorette**. See page 12.
- 3) You should continue to use **Nicorette** as explained in this User's Guide for 12 full weeks.
- 4) **Nicorette** works best when used together with a support program — See page 3 for details.
- 5) If you have trouble using **Nicorette**, ask your doctor or pharmacist or call GlaxoSmithKline at 1-800-419-4766 weekdays (10:00 am - 4:30 pm EST.)
- 6) To request a free audio CD containing tips to help make quitting easier, call the toll free number listed above. (ONE CD PER CUSTOMER)



**SO YOU
DECIDED
TO QUIT.**

Congratulations.

Your decision to stop smoking is an important one. That's why you've made the right choice in choosing **Nicorette** gum.

Your own chances of quitting smoking depend on how much you want to quit, how strongly you are addicted to tobacco, and how closely you follow a quitting program like the one that comes with **Nicorette**.

**QUITTING
SMOKING
IS HARD!**

If you've tried to quit before and haven't succeeded, don't be discouraged! Quitting isn't easy. It takes time, and most people try a few times before they are successful. The important thing is to try again until you succeed. This User's Guide will give you support as you become a non-smoker. It will answer common questions about **Nicorette** and give tips to help you stop smoking, and should be referred to often.

WHERE TO GET HELP. You are more likely to stop smoking by using **Nicorette** with a support program that helps you break your smoking habit. There may be support groups in your area for people trying to quit. Call your local chapter of the American Lung Association, American Cancer Society or American Heart Association for further information. Toll free phone numbers are printed on the Wallet Card on the back cover of this User's Guide.

If you find you cannot stop smoking or if you start smoking again after using **Nicorette**, remember breaking this addiction doesn't happen overnight. You may want to talk to a health care professional who can help you improve your chances of quitting the next time you try **Nicorette** or another method.

LET'S GET ORGANIZED. Your reason for quitting may be a combination of concerns about health, the effect of smoking on your appearance, and pressure from your family

and friends to stop smoking. Or maybe you're concerned about the dangerous effect of second-hand smoke on the people you care about. All of these are good reasons. You probably have others. Decide your most important reasons, and write them down on the wallet card inside the back cover of this User's Guide. Carry this card with you. In difficult moments, when you want to smoke, the card will remind you why you are quitting.

WHAT YOU'RE UP AGAINST. Smoking is addictive in two ways. Your need for nicotine has become both physical and mental. You must overcome both addictions to stop smoking. So while **Nicorette** will lessen your body's physical addiction to nicotine, you've got to want to quit smoking to overcome the mental dependence on cigarettes. Once you've decided that you're going to quit, it's time to get started. But first, there are some important warnings you should consider.

SOME This product is only for
IMPORTANT those who want to stop
WARNINGS. smoking.

**If you are pregnant or
breast-feeding, only use this medicine on
the advice of your health care provider.**

Smoking can seriously harm your child.
Try to stop smoking without using any
nicotine replacement medicine. This
medicine is believed to be safer than
smoking. However, the risks to your child
from this medicine are not fully known.

Do not use

- if you continue to smoke, chew tobacco, use snuff, or use a nicotine patch or other nicotine containing products.

Ask a doctor before use if you have

- a sodium-restricted diet
- heart disease, recent heart attack, or irregular heartbeat. Nicotine can increase your heart rate.
- high blood pressure not controlled with medication. Nicotine can increase your blood pressure.
- stomach ulcer or diabetes

Ask a doctor or pharmacist before use if you are

- using a non-nicotine stop smoking drug
- taking a prescription medicine for depression or asthma. Your prescription dose may need to be adjusted.

Stop use and ask a doctor if

- mouth, teeth or jaw problems occur
- irregular heartbeat or palpitations occur
- you get symptoms of nicotine overdose such as nausea, vomiting, dizziness, diarrhea, weakness and rapid heartbeat

Keep out of reach of children and pets.

Pieces of nicotine gum may have enough nicotine to make children and pets sick. Wrap used pieces of gum in paper and throw away in the trash. In case of overdose, get medical help or contact a Poison Control Center right away.

LET'S GET STARTED. Becoming a non-smoker starts today. First, check that you bought the right starting dose. **If you smoke 25 or more cigarettes a day**, use 4 mg nicotine gum. **If you smoke less than 25 cigarettes a day**, use 2 mg

nicotine gum. Next, read through the entire User's Guide carefully. Then, set your personalized quitting schedule. Take out a calendar that you can use to track your progress, and identify four dates, using the stickers in the center of this User's Guide:

STEP 1. (Weeks 1-6). Your quit date (and the day you'll start using Nicorette gum). Choose your quit date (it should be soon). This is the day you will quit smoking cigarettes entirely and begin using **Nicorette** to satisfy your cravings for nicotine. For the first six weeks, you'll use a piece of

Nicorette every hour or two. Be sure to follow the directions starting on pages 10 and 12. Place the Step 1 stickers on this date.

STEP 2. (Weeks 7 to 9). The day you'll start reducing your use of Nicorette.

After six weeks, you'll begin gradually reducing your **Nicorette** usage to one piece every two to four hours. Place the Step 2 sticker on this date (the first day of week seven).

STEP 3. (Weeks 10-12). The day you'll further reduce your use of Nicorette.

Nine weeks after you begin using **Nicorette**, you will further reduce your nicotine intake by using one piece every four to eight hours. Place the Step 3 sticker on this date (the first day of week ten). For the next three weeks, you'll use a piece of **Nicorette** every four to eight hours.

End of treatment: The day you'll complete Nicorette therapy.

Nicorette should not be used for longer than twelve weeks. Identify the date thirteen weeks after the date you chose in Step 1, and place the "EX-SMOKER" sticker on your calendar.

8

PLAN AHEAD. Because smoking is an addiction, it is not easy to stop. After you've given up cigarettes, you will still have a strong urge to smoke. Plan ahead NOW for these times, so you're not defeated in a moment of weakness. The following tips may help:

- Keep the phone numbers of supportive friends and family members handy.
- Keep a record of your quitting process. Track the number of **Nicorette** pieces you use each day, and whether you feel a craving for cigarettes. In the event that

you slip, immediately stop smoking and resume your quit attempt with the **Nicorette** program.

- Put together an Emergency Kit that includes items that will help take your mind off occasional urges to smoke. Include cinnamon gum or lemon drops to suck on, a relaxing cassette tape, and something for your hands to play with, like a smooth rock, rubber band, or small metal balls.

- Set aside some small rewards, like a new magazine or a gift certificate from your favorite store, which you'll "give" yourself after passing difficult hurdles.

- Think now about the times when you most often want a cigarette, and then plan what else you might do instead of smoking. For instance, you might plan to take your coffee break in a new location, or take a walk right after dinner, so you won't be tempted to smoke.

HOW NICORETTE GUM WORKS. Nicorette's sugar-free chewing pieces provide nicotine to your system – they work as a temporary aid to help you quit smoking by reducing nicotine withdrawal symptoms. Nicorette provides a lower level of nicotine to your blood than cigarettes, and allows you to gradually do away with your body's need for nicotine. Because Nicorette does not contain the tar or carbon monoxide of cigarette smoke, it does not have the same health dangers as tobacco. However, it still

delivers nicotine, the addictive part of cigarette smoke. Nicotine can cause side effects such as headache, nausea, upset stomach, and dizziness.

HOW TO USE NICORETTE GUM. If you are under 18 years of age, ask a doctor before use. Before you can use Nicorette correctly, you have to practice! That sounds silly, but it isn't. Nicorette isn't like ordinary chewing gum. It's a medicine, and must be chewed a certain way to work right. Chewed like ordinary gum, Nicorette won't work well and

can cause side effects. An overdose can occur if you chew more than one piece of **Nicorette** at the same time, or if you chew many pieces one after another. Read all the following instructions before using **Nicorette**. Refer to them often to make sure you're using **Nicorette** gum correctly. If you chew too fast, or do not chew correctly, you may get hiccups, heartburn, or other stomach problems. Don't eat or drink for 15 minutes before using **Nicorette**, or while chewing a piece. The effectiveness of **Nicorette** may be reduced by some foods and drinks, such as

coffee, juices, wine or soft drinks.

- 1) Stop smoking completely before you start using **Nicorette**.
- 2) To reduce craving and other withdrawal symptoms, use **Nicorette** according to the dosage schedule on page 12.
- 3) Chew each **Nicorette** piece very slowly several times.
- 4) Stop chewing when you notice a peppery taste, or a slight tingling in your mouth. (This usually happens after about 15 chews, but may vary from person to person.)

- 5) "PARK" the **Nicorette** piece between your cheek and gum, and leave it there.
- 6) When the peppery taste or tingle is almost gone (in about a minute), start to chew a few times slowly again. When the taste or tingle returns, stop again.
- 7) Park the **Nicorette** piece again (in a different place in your mouth).
- 8) Repeat steps 3 to 7 (chew, chew, park) until most of the nicotine is gone from the **Nicorette** piece (usually happens in about half an hour; the peppery taste or tingle won't return.)

- 9) Wrap the used **Nicorette** piece in paper and throw away in the trash.

The following chart lists the recommended usage schedule for Nicorette:

Weeks 1 to 6	Weeks 7 to 9	Weeks 10 to 12
1 piece every 1 to 2 hours	1 piece every 2 to 4 hours	1 piece every 4 to 8 hours

DO NOT USE MORE THAN 24 PIECES PER DAY.

To improve your chances of quitting, use at least 9 pieces of **Nicorette** a day. If you experience strong or frequent cravings, you may use a second piece within the hour. However, do not continuously use one

**A Personal
Invitation to Join**
brought to you by

Nicorette[®]
FREE

**INDIVIDUALIZED STOP
SMOKING PROGRAM**
**COMMITTED
QUITTERS[®]**
VISIT COMMITTEDQUITTERS.COM

**ENROLL
NOW!**

To Enroll Call Now
1-800-770-0708

or enroll online at
www.committedquitters.com



Having a Plan Will Help You Quit



is a **FREE** custom-tailored plan to help you break your psychological addiction to smoking — while NICORETTE® fights the physical addiction. To get your plan, call toll free 1-800-770-0708 or visit us on the Web at www.committedquitters.com.

WHEN YOU CALL:

Provide your **Committed Quitters**[®] personal code (the personal code is located within the **Committed Quitters**[®] portion of this User's Guide). You will be asked a few questions by a plan specialist to understand YOU and YOUR specific needs.

AFTER YOU CALL:

In a few days, you will receive your custom-tailored stop smoking plan. You will continue to receive personal, custom-tailored support — six times during the next twelve weeks.

Your Plan Will Contain:

Week 1

12-week
stop
smoking
plan



Week 2

Newsletter
with stories
from other
successful
quitters



Week 3

Motivational
postcard



Week 6
More tips on quitting

Week 9
Congratulations Packet

Week 12
Award Certificate

Materials are subject to change.

Quitting Tips

How To Survive the First Week:

1. Control your physical cravings for nicotine.

Use enough – You can greatly increase your chances for success by using at least 9 to 12 pieces every day when you start using Nicorette.

2. Get rid of all signs that you ever smoked —

ashtrays, matches and, of course, cigarettes.

3. Stay active.

Keep busy to take your mind off smoking.

4. Think positive!

The first week is the toughest. Remind yourself that it will get easier.

Use the sample of the Stop Smoking Plan (see next page) to get you through the first week until your materials arrive.

WEEK ONE The toughest hurdle — your first week without cigarettes. Your craving for nicotine will be strongest during this first week. To deal with physical withdrawal, use Nicorette® properly. Follow the directions on your Nicorette® package.

CALENDAR

Day	Pieces Chewed	Planning: Plan ahead. Note events here that will tempt you to smoke, and how you will deal with them.
1.	_____	_____
2.	_____	_____
3.	_____	_____
4.	_____	_____
5.	_____	_____
6.	_____	_____
7.	_____	_____

TIPS

- If you have gone back to smoking, call 1-800-770-0708 to order relapse information.
- Make sure you tell friends and family members that you've quit.
- Use enough Nicorette® — at least 9 to 12 pieces per day.
- Stay active. Keep busy to take your mind off smoking.
- When an urge to smoke strikes, take a few deep breaths and remind yourself how important quitting is to you.

*Carry this calendar with you.

COMMITTED QUITTERS PERSONAL CODE

*The **Committed Qitters**[®] program is a plan specifically individualized for you.*

Call Between 7 am and 12 Midnight EST or enroll online 24 hours a day. (ONE PLAN PER CUSTOMER)

Nicorette, Committed Qitters and associated logo designs, and overall trade dress designs are trademarks owned by or licensed to GlaxoSmithKline.

Read and follow label directions
©2006 GlaxoSmithKline

FOLD LINE

piece after another, since this may cause you hiccups, heartburn, nausea or other side effects.

HOW TO REDUCE YOUR NICORETTE USAGE. The goal of using **Nicorette** is to slowly reduce your dependence on nicotine. The schedule for using **Nicorette** will help you reduce your nicotine craving gradually as you reduce and then stop your use of **Nicorette**. Here are some tips to help you cut back during each step and then stop using **Nicorette**:

- After a while, start chewing each **Nicorette** piece for only 10 to 15 minutes, instead of half an hour. Then, gradually begin to reduce the number of pieces used.
- Or, try chewing each piece for longer than half an hour, but reduce the number of pieces you use each day.
- Substitute ordinary chewing gum for some of the **Nicorette** pieces you would normally use. Increase the number of pieces of ordinary gum as you cut back on the **Nicorette** pieces.

- Check how well you've reduced your daily usage of **Nicorette** in Weeks 10 to 12. You should only be using about 3 to 5 pieces a day. Get ready to stop.

STOP USING NICORETTE AT THE END OF WEEK 12. The following tips may help you with stopping **Nicorette** Gum at the end of 12 weeks.

- Set a stop date.
- Use the same number of pieces of confectionery gum or mints as you were using **Nicorette** per day.

At the times when you have an urge to use **Nicorette**, use a strong flavored gum or mint such as cinnamon or peppermint.

- Reduce the number of pieces of gum or mints you use by one piece per day until you do not need to use any gum or mints.

Talk to your doctor if you:

- still feel the need to use **Nicorette** at the end of week 12
- start using **Nicorette** again after stopping
- start smoking again

TIPS TO MAKE QUITTING EASIER. Within the first few weeks of giving up smoking, you may be tempted to smoke for pleasure, particularly after completing a difficult task, or at a party or bar. Here are some tips to help get you through the important first stages of becoming a non-smoker:

On Your Quit Date:

- Ask your family, friends and co-workers to support you in your efforts to stop smoking.

- Throw away all your cigarettes, matches, lighters, ashtrays, etc.
- Keep busy on your quit day. Exercise. Go to a movie. Take a walk. Get together with friends.
- Figure out how much money you'll save by not smoking. Most ex-smokers can save more than \$1,000 a year.
- Write down what you will do with the money you save.



- Know your high risk situations and plan ahead how you will deal with them.
- Keep **Nicorette** gum near your bed, so you'll be prepared for any nicotine cravings when you wake up in the morning.
- Visit your dentist and have your teeth cleaned to get rid of the tobacco stains.
- Drink large quantities of water and fruit juices.
- Try to avoid alcohol, coffee and other beverages you associate with smoking.
- Remember that temporary urges to smoke will pass, even if you don't smoke a cigarette.
- Keep your hands busy with something like a pencil or a paper clip.
- Find other activities which help you relax without cigarettes.
- Swim, jog, take a walk, play basketball.

Right after Quitting:

- During the first few days after you've stopped smoking, spend as much time as possible at places where smoking is not allowed.

- Don't worry too much about gaining weight. Watch what you eat, take time for daily exercise, and change your eating habits if you need to.
- Laughter helps. Watch or read something funny.



WHAT TO EXPECT. Your body is now coming back into balance. During the first few days after you

stop smoking, you might feel edgy and nervous and have trouble concentrating. You might get headaches, feel dizzy and a little out of sorts, feel sweaty or have stomach upsets. You might even have trouble sleeping at first. These are typical withdrawal symptoms that will go away with time. Your smoker's cough will get worse before it gets better. But don't worry, that's a good sign. Coughing helps clear the tar deposits out of your lungs.

After A Week Or Two.

By now you should be feeling more confident that you can handle those smoking urges. Many of your withdrawal symptoms have left by now, and you should be noticing some positive signs: less coughing, better breathing and an improved sense of taste and smell, to name a few.

After A Month.

You probably have the urge to smoke much less often now. But urges may still occur, and when they do, they are likely

to be powerful ones that come out of nowhere. Don't let them catch you off guard. Plan ahead for these difficult times. Concentrate on the ways non-smokers are more attractive than smokers. Their skin is less likely to wrinkle. Their teeth are whiter, cleaner. Their breath is fresher. Their hair and clothes smell better. That cough that seems to make even a laugh sound more like a rattle is a thing of the past. Their children and others around them are healthier, too.

What To Do About Relapse.

What should you do if you slip and start smoking again? The answer is simple. A lapse of one or two or even a few cigarettes has not spoiled your efforts! Discard your cigarettes, forgive yourself and try again. If you start smoking again, keep your box of **Nicorette** for your next quit attempt.

If you have taken up regular smoking again, don't be discouraged. Research shows that the best thing you can do is to try again. The important thing is to learn from your last attempt.

- Admit that you've slipped, but don't treat yourself as a failure.
- Try to identify the "trigger" that caused you to slip, and prepare a better plan for dealing with this problem next time.
- Talk positively to yourself – tell yourself that you have learned something from this experience.
- Make sure you used **Nicorette** gum correctly over the full 12 weeks to reduce your craving for nicotine.
- Remember that it takes practice to do

anything, and quitting smoking is no exception.

WHEN THE STRUGGLE IS OVER. Once you've stopped smoking, take a second and pat yourself on your back. Now do it again.

You deserve it. Remember now why you decided to stop smoking in the first place. Look at your list of reasons. Read them again. And smile. Now think about all the money you are saving and what you'll do with it. All the non-smoking places you can go, and what you might do there. All

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those years you may have added to your life, and what you'll do with them.

Remember that temptation may not be gone forever. However, the hard part is behind you so look forward with a positive attitude, and enjoy your new life as a non-smoker.

QUESTIONS & ANSWERS.

1. How will I feel when I stop smoking and start using Nicorette?

You'll need to prepare yourself for some nicotine withdrawal symptoms. These begin almost immediately after you stop

smoking, and are usually at their worst during the first three or four days. Understand that any of the following is possible:

- craving for cigarettes
- anxiety, irritability, restlessness, mood changes, nervousness
- drowsiness
- trouble concentrating
- increased appetite and weight gain
- headaches, muscular pain, constipation, fatigue.

Nicorette can help provide relief from withdrawal symptoms such as irritability and nervousness, as well as the craving for nicotine you used to satisfy by having a cigarette.

2. Is Nicorette just substituting one form of nicotine for another?

Nicorette does contain nicotine. The purpose of **Nicorette** is to provide you with enough nicotine to help control the physical withdrawal symptoms so you can deal with the mental aspects of quitting. During the 12 week program, you will gradually

reduce your nicotine intake by switching to fewer pieces each day. Remember, don't use **Nicorette** together with nicotine patches or other nicotine containing products.

3. Can I be hurt by using Nicorette?

For most adults, the amount of nicotine in the gum is less than from smoking. Some people will be sensitive to even this amount of nicotine and should not use this product without advice from their doctor (see page 5).

Because **Nicorette** is a gum-based product, chewing it can cause dental fillings to loosen and aggravate other mouth, tooth and jaw problems. **Nicorette** can also cause hiccups, heartburn and other stomach problems especially if chewed too quickly or not chewed correctly.

4. Will I gain weight?

Many people do tend to gain a few pounds the first 8-10 weeks after they stop smoking. This is a very small price to pay for the enormous gains that you will make in your overall health and attractiveness. If you

continue to gain weight after the first two months, try to analyze what you're doing differently. Reduce your fat intake, choose healthy snacks, and increase your physical activity to burn off the extra calories.

5. Is Nicorette more expensive than smoking?

The total cost of **Nicorette** for the twelve week program is about equal to what a person who smokes one and a half packs of cigarettes a day would spend on cigarettes for the same period of time.

Also, use of **Nicorette** is only a short-term cost, while the cost of smoking is a long-term cost, because of the health problems smoking causes.

6. What if I slip up?

Discard your cigarettes, forgive yourself and then get back on track. Don't consider yourself a failure or punish yourself. In fact, people who have already tried to quit are more likely to be successful the next time.

**GOOD
LUCK!**



**Recommended dosage
schedule for Nicorette:**

STEP 1	STEP 2	STEP 3
weeks 1 to 6 1 piece every 1 to 2 hours	weeks 7 to 9 1 piece every 2 to 4 hours	weeks 10 to 12 1 piece every 4 to 8 hours

**WALLET
CARD**

**My most important reasons
to quit smoking are:**

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WHERE TO CALL FOR HELP:

American Lung Association
1-800-586-4872

American Cancer Society
1-800-227-2345

American Heart Association
1-800-242-8721

**WALLET
CARD**