

(b) (4)



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NicoDerm
CQ

Nicotine Transdermal System
STOP SMOKING AID
STEP 1
14 clear patches (2-week kit)

• 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.

NicoDerm, CQ, Revell Design, Quack Design, Patch Design, COMMITTED QUITTERS, MINOR STEP Design, and SMARTCONTROL are trademarks owned by the GSK group of companies.

For more information and for a FREE individualized stop smoking program, please visit www.nicodermcq.com or see inside for more details.

U.S. Patent No. 7,822,136
8,075,911

STEP 1
21 mg

STEP 2
14 mg

STEP 3
7 mg

STEP 1
14 clear patches
(2-week kit)

NicoDerm CQ is a three step program. You start with the highest level of medicine and gradually step down your dose. If you smoke 10 or less cigarettes per day, start with Step 2.



NicoDerm
CQ

Nicotine Transdermal System 21 mg Delivered over 24 Hours

STOP SMOKING AID

CLEAR PATCH
EXTENDED RELEASE
24 HOURS

SMARTCONTROL TECHNOLOGY

STEP 1
21 mg
IF YOU SMOKE MORE THAN 10 CIGARETTES A DAY, START WITH STEP 1
10 OR LESS CIGARETTES A DAY, START WITH STEP 2

14 clear patches (2-week kit)

NicoDerm
CQ

Nicotine Transdermal System
STOP SMOKING AID
STEP 1
14 clear patches (2-week kit)

READ THE LABEL

TO INCREASE YOUR SUCCESS IN QUITTING:

- You must be motivated to quit,
- Complete the full treatment program, applying a new patch every day,
- Use with a support program as described in the enclosed User's Guide.

For your family's protection, NicoDerm CQ patches are supplied in child resistant pouches. Do not use if individual pouch is open or torn.

Manufactured by ALZA Corporation, Vacaville, CA 95688 for **GlaxoSmithKline Consumer Healthcare, L.P.**, Moon Township, PA 15108

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(b) (4)

Drug Facts

Active ingredient (in each patch) Purpose
Nicotine, 21 mg delivered over 24 hours 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.

Ask a doctor before use if you have

- 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.
- an allergy to adhesive tape or have skin problems because you are more likely to get rashes
- diabetes
- history of seizures

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.

When using this product

- if you have vivid dreams or other sleep disturbances remove this patch at bedtime

Stop use and ask a doctor if

- skin redness caused by the patch does not go away after four days, or if your skin swells, or you get a rash
- irregular heartbeat or palpitations occur
- you get symptoms of nicotine overdose such as nausea, vomiting, dizziness, weakness and rapid heartbeat
- you have symptoms of an allergic reaction (such as difficulty breathing or rash)

Keep out of reach of children and pets. Used patches have enough nicotine to poison children and pets. If swallowed, get medical help or contact a Poison Control Center right away. Dispose of the used patches by folding sticky ends together. Replace in pouch and discard.

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 information

Drug Facts (continued)

- begin using the patch on your quit day
- if you smoke more than 10 cigarettes per day, use according to the following 10-week schedule:

STEP 1	STEP 2	STEP 3
Use one 21 mg patch daily	Use one 14 mg patch daily	Use one 7 mg patch daily
Weeks 1-6	Weeks 7-8	Weeks 9-10

- if you smoke 10 or less cigarettes per day, do not use STEP 1 (21 mg). Start with STEP 2 (14 mg) for 6 weeks, then STEP 3 (7 mg) for 2 weeks and then stop.
- steps 2 and 3 allow you to gradually reduce your level of nicotine. Completing the full program will increase your chances of quitting successfully.
- apply one new patch every 24 hours on skin that is dry, clean and hairless. Save pouch for disposing of the patch after use.
- remove backing from patch and immediately press onto skin. Hold for 10 seconds.
- wash hands after applying or removing patch. Throw away the patch by folding sticky ends together. Replace in its pouch and discard. See enclosed User's Guide for safety and handling.
- you may wear the patch for 16 or 24 hours
- if you crave cigarettes when you wake up, wear the patch for 24 hours
- if you have vivid dreams or other sleep disturbances, you may remove the patch at bedtime and apply a new one in the morning
- the used patch should be removed and a new one applied to a different skin site at the same time each day
- do not wear more than one patch at a time
- do not cut patch in half or into smaller pieces
- do not leave patch on for more than 24 hours because it may irritate your skin and loses strength after 24 hours
- it is important to complete treatment. If you feel you need to use the patch for a longer period to keep from smoking, talk to your health care provider.

Other information
• store at 20°-25°C (68°-77°F)

Inactive ingredients ethylene vinyl acetate-copolymer, polyisobutylene and high density polyethylene between clear polyester backings.

Questions or comments?
call toll-free 1-800-834-5895 (English/Spanish) weekdays 9:00 a.m. - 4:30 p.m. ET

NicoDerm[®] CQ[®]



STEP
1

21 mg



ACTUAL
SIZE



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103382PD

21 clear patches (3-week kit)

Getting Started with NicoDerm CQ

Preparing to quit is important, take some time to do it right

1. Select the NicoDerm CQ patch that's right for you:

- **If you smoke more than 10 cigarettes per day**, use according to the following 10-week schedule:

STEP 1	STEP 2	STEP 3
Use one 21 mg patch/day	Use one 14 mg patch/day	Use one 7 mg patch/day
Weeks 1 through 6	Weeks 7 through 8	Weeks 9 through 10

- **If you smoke 10 or less cigarettes per day**, do not use **Step 1** (21 mg). Start with **Step 2** (14 mg) for 6 weeks, then **Step 3**.

- Enroll in the Committed Quitters® program to receive individualized support.
- Pick a quit date and mark your calendar.
- Apply one NicoDerm CQ patch on the morning of your quit date. Remove backing from patch and immediately press onto skin. Hold for 10 seconds.
- At the same time every day, remove the old patch and apply a new one, in a new location.
- Read the back panel and User's Guide for complete information.

Drug Facts

Active ingredient (in each patch) Nicotine, 21 mg delivered over 24 hours **Purpose** 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.

Ask a doctor before use if you have

- 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.
- an allergy to adhesive tape or have skin problems because you are more likely to get rashes
- diabetes
- history of seizures

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.

When using this product

- if you have vivid dreams or other sleep disturbances remove this patch at bedtime

Stop use and ask a doctor if

- skin redness caused by the patch does not go away after four days, or if your skin swells, or you get a rash
- irregular heartbeat or palpitations occur
- you get symptoms of nicotine overdose such as nausea, vomiting, dizziness, weakness and rapid heartbeat
- you have symptoms of an allergic reaction (such as difficulty breathing or rash)

Keep out of reach of children and pets. Used patches have enough nicotine to poison children and pets. If swallowed, get medical help or contact a Poison Control Center right away. Dispose of the used patches by folding sticky ends together. Replace in pouch and discard.

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 information

Drug Facts (continued)

- begin using the patch on your quit day
- **if you smoke more than 10 cigarettes per day**, use according to the following 10-week schedule:

STEP 1	STEP 2	STEP 3
Use one 21 mg patch/day	Use one 14 mg patch/day	Use one 7 mg patch/day
Weeks 1-6	Weeks 7-8	Weeks 9-10

- if you smoke 10 or less cigarettes per day, do not use **STEP 1** (21 mg). Start with **STEP 2** (14 mg) for 6 weeks, then **STEP 3** (7 mg) for 2 weeks and then stop.
- steps 2 and 3 allow you to gradually reduce your level of nicotine. Completing the full program will increase your chances of quitting successfully.
- apply one new patch every 24 hours on skin that is dry, clean and hairless. Save pouch for disposing of the patch after use.
- remove backing from patch and immediately press onto skin. Hold for 10 seconds.
- wash hands after applying or removing patch. Throw away the patch by folding sticky ends together. Replace in its pouch and discard. See enclosed User's Guide for safety and handling.
- you may wear the patch for 16 or 24 hours
- if you crave cigarettes when you wake up, wear the patch for 24 hours
- if you have vivid dreams or other sleep disturbances, you may remove the patch at bedtime and apply a new one in the morning
- the used patch should be removed and a new one applied to a different skin site at the same time each day
- do not wear more than one patch at a time
- do not cut patch in half or into smaller pieces
- do not leave patch on for more than 24 hours because it may irritate your skin and loses strength after 24 hours
- it is important to complete treatment. If you feel you need to use the patch for a longer period to keep from smoking, talk to your health care provider.

Other information

- store at 20-25°C (68-77°F)

Inactive ingredients ethylene vinyl acetate-copolymer, polyisobutylene and high density polyethylene between clear polyester backings

Questions or comments?

call toll-free 1-800-834-5895 (English/Spanish)
weekdays (9:00 a.m. - 4:30 p.m. ET)

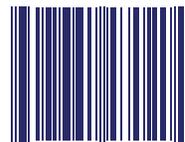
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Manufactured by ALZA Corporation,
Vacaville, CA 95688 for
GlaxoSmithKline
Consumer Healthcare, L.P.
Moon Township, PA 15108

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NicoDerm

CQ



STEP

2

14 mg



ACTUAL
SIZE

103380PD
Data Matrix
5mm



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103380PD

21 clear patches (3-week kit)

Getting Started with NicoDerm CQ

Preparing to quit is important, take some time to do it right

1. Select the NicoDerm CQ patch that's right for you:

- If you smoke more than 10 cigarettes per day, use according to the following 10-week schedule:

STEP 1	STEP 2	STEP 3
Use one 21 mg patch/day	Use one 14 mg patch/day	Use one 7 mg patch/day
Weeks 1 through 6	Weeks 7 through 8	Weeks 9 through 10

- If you smoke 10 or less cigarettes per day, do not use Step 1 (21 mg). Start with Step 2 (14 mg) for 6 weeks, then Step 3.

- Enroll in the Committed Quitters program to receive individualized support.
- Pick a quit date and mark your calendar.
- Apply one NicoDerm CQ patch on the morning of your quit date. Remove backing from patch and immediately press onto skin. Hold for 10 seconds.
- At the same time every day, remove the old patch and apply a new one, in a new location.
- Read the back panel and User's Guide for complete information.

Drug Facts

Active ingredient (in each patch) Nicotine, 14 mg delivered over 24 hours
Purpose 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.

Ask a doctor before use if you have

- 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.
- an allergy to adhesive tape or have skin problems because you are more likely to get rashes
- diabetes
- history of seizures

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.

When using this product

- if you have vivid dreams or other sleep disturbances remove this patch at bedtime

Stop use and ask a doctor if

- skin redness caused by the patch does not go away after four days, or if your skin swells, or you get a rash
- irregular heartbeat or palpitations occur
- you get symptoms of nicotine overdose such as nausea, vomiting, dizziness, weakness and rapid heartbeat
- you have symptoms of an allergic reaction (such as difficulty breathing or rash)

Keep out of reach of children and pets. Used patches have enough nicotine to poison children and pets. If swallowed, get medical help or contact a Poison Control Center right away. Dispose of the used patches by folding sticky ends together. Replace in pouch and discard.

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 information

Drug Facts (continued)

- begin using the patch on your quit day
- if you smoke more than 10 cigarettes per day, use according to the following 10-week schedule:

STEP 1	STEP 2	STEP 3
Use one 21 mg patch/day	Use one 14 mg patch/day	Use one 7 mg patch/day
Weeks 1-6	Weeks 7-8	Weeks 9-10

- if you smoke 10 or less cigarettes per day, do not use STEP 1 (21 mg). Start with STEP 2 (14 mg) for 6 weeks, then STEP 3 (7 mg) for 2 weeks and then stop.
- steps 2 and 3 allow you to gradually reduce your level of nicotine. Completing the full program will increase your chances of quitting successfully.
- apply one new patch every 24 hours on skin that is dry, clean and hairless. Save pouch for disposing of the patch after use.
- remove backing from patch and immediately press onto skin. Hold for 10 seconds.
- wash hands after applying or removing patch. Throw away the patch by folding sticky ends together. Replace in its pouch and discard. See enclosed User's Guide for safety and handling.
- you may wear the patch for 16 or 24 hours
- if you crave cigarettes when you wake up, wear the patch for 24 hours
- if you have vivid dreams or other sleep disturbances, you may remove the patch at bedtime and apply a new one in the morning
- the used patch should be removed and a new one applied to a different skin site at the same time each day
- do not wear more than one patch at a time
- do not cut patch in half or into smaller pieces
- do not leave patch on for more than 24 hours because it may irritate your skin and loses strength after 24 hours
- it is important to complete treatment. If you feel you need to use the patch for a longer period to keep from smoking, talk to your health care provider.

Other information

- store at 20-25°C (68-77°F)

Inactive ingredients ethylene vinyl acetate-copolymer, polyisobutylene and high density polyethylene between clear polyester backings

Questions or comments?

call toll-free 1-800-834-5895 (English/Spanish) weekdays (9:00 a.m. - 4:30 p.m. ET)

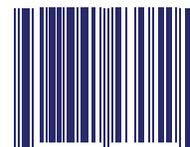
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Vacaville, CA 95688 for
GlaxoSmithKline
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Moon Township, PA 15108

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NicoDerm
CQ

Nicotine Transdermal System
STOP SMOKING AID
STEP 1
14 clear patches (2-week kit)

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- Proof of age required.
- Not for sale in vending machines or from any source where proof of age cannot be verified.

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For more information and for a FREE individualized stop smoking program, please visit www.nicodermsc.com or see inside for more details.

U.S. Patent No. 7,622,136
8,075,911



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NicoDerm CQ is a three step program. You start with the highest level of medicine and gradually step down your dose. If you smoke 10 or less cigarettes per day, start with Step 2.

STEP 1
14 clear patches
(2-week kit)



NOT FOR RETAIL SALE

NicoDerm
CQ

Nicotine Transdermal System
STOP SMOKING AID
STEP 1
14 clear patches (2-week kit)

CLEAR PATCH

STEP 1 **21 mg**
IF YOU SMOKE MORE THAN 10 CIGARETTES A DAY, START WITH STEP 1
10 OR LESS CIGARETTES A DAY, START WITH STEP 2

ACTUAL SIZE

14 clear patches (2-week kit)

NicoDerm
CQ

Nicotine Transdermal System
STOP SMOKING AID
STEP 1
14 clear patches (2-week kit)

What is the NicoDerm CQ Patch and How is it Used?
NicoDerm CQ is a small, nicotine-containing patch. When you put on a NicoDerm CQ patch, nicotine passes through the skin and into your body. NicoDerm CQ is very thin and uses special material to control how fast nicotine passes through the skin. Unlike the sudden jolts of nicotine delivered by cigarettes, the amount of nicotine you receive remains relatively smooth throughout the 16 or 24 hour period you wear the NicoDerm CQ patch. This helps to reduce cravings you may have for nicotine.



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NicoDerm
CQ

Nicotine Transdermal System
STOP SMOKING AID
STEP 1
14 clear patches (2-week kit)

TO INCREASE YOUR SUCCESS IN QUITTING:

1. You must be motivated to quit.
2. Complete the full treatment program, applying a new patch every day.
3. Use with a support program as described in the enclosed User's Guide.

For your family's protection, NicoDerm CQ patches are supplied in child resistant pouches. Do not use if individual pouch is open or torn.

Manufactured by ALZA Corporation,
Vacaville, CA 95688 for
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Moon Township, PA 15108

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102676X

Read carton and enclosed User's Guide before using this product. Keep this carton and User's Guide. They contain important information.

Drug Facts

Active ingredient (in each patch) Purpose
Nicotine, 21 mg delivered over 24 hours. 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.

Ask a doctor before use if you have

- 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.
- an allergy to adhesive tape or have skin problems because you are more likely to get rashes
- diabetes
- history of seizures

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.

When using this product

- If you have vivid dreams or other sleep disturbances remove this patch at bedtime.
- Stop use and ask a doctor if
 - skin redness caused by the patch does not go away after four days, or if your skin swells, or you get a rash
 - irregular heartbeat or palpitations occur
 - you get symptoms of nicotine overdose such as nausea, vomiting, dizziness, weakness and rapid heartbeat.
 - you have symptoms of an allergic reaction (such as difficulty breathing or rash)

Keep out of reach of children and pets. Used patches have enough nicotine to poison children and pets. If swallowed, get medical help or contact a Poison Control Center right away. Dispose of the used patches by folding sticky ends together. Replace in pouch and discard.

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 information

Drug Facts (continued)

- begin using the patch on your quit day
- if you smoke more than 10 cigarettes per day, use according to the following 10-week schedule:

STEP 1	STEP 2	STEP 3
Use one 21 mg patch/day	Use one 14 mg patch/day	Use one 7 mg patch/day
Weeks 1-6	Weeks 7-8	Weeks 9-10

If you smoke 10 or less cigarettes per day, do not use STEP 1 (21 mg). Start with STEP 2 (14 mg) for 6 weeks, then STEP 3 (7 mg) for 2 weeks and then stop.

- steps 2 and 3 allow you to gradually reduce your level of nicotine. Completing the full program will increase your chances of quitting successfully.
- apply one new patch every 24 hours on skin that is dry, clean and hairless. Save pouch for disposing of the patch after use, remove backing from patch and immediately press onto skin. Hold for 10 seconds.
- wash hands after applying or removing patch. Throw away the patch by folding sticky ends together. Replace in its pouch and discard. See enclosed User's Guide for safety and handling.
- you may wear the patch for 16 or 24 hours
- if you crave cigarettes when you wake up, wear the patch for 24 hours
- if you have vivid dreams or other sleep disturbances, you may remove the patch at bedtime and apply a new one in the morning

- the used patch should be removed and a new one applied to a different skin site at the same time each day
- do not wear more than one patch at a time
- do not cut patch in half or into smaller pieces
- do not leave patch on for more than 24 hours because it may irritate your skin and loses strength after 24 hours
- it is important to complete treatment. If you feel you need to use the patch for a longer period to keep from smoking, talk to your health care provider.

Other information
• does not contain (tar, nicotine)

Inactive ingredients ethylene vinyl acetate-copolymer, polyisobutylene and high density polyethylene between clear polyester backings

Questions or comments?
call toll-free 1-800-834-5686 (English/Spanish) weekdays 9:00 a.m. - 4:30 p.m. ET

Includes Committed Quitters Program enrollment offer and User's Guide.

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GSK Regulatory Spec Box		Verified Date: 2.17.15
Drug Facts Info		
Drug Facts (Title)	Font Name: Helvetica Bold Oblique	13 point type
Drug Facts (continued)	Font Name: 8.5pt - Helvetica Bold Oblique (Drug Facts) Helvetica Medium Condensed (Cont.)	8.5pt/8pt
Headings	Font Name: Helvetica Bold Oblique	8 point type
Subheading	Font Name: Helvetica Neue 75 Bold	6 point type
Body text	Font Name: Helvetica Neue 55 Roman/Helvetica Neue 75 Bold	6 point type
Bullets	Font Name: Helvetica Neue 55 Roman	5 point type
Bullets on same lines: end of statement separated from bulleted statement by two ems		N/A
Spacing of the hair lines from edge of box - i.e. Minimum of 2 spaces either side of Drug Fact Box		Yes
Tracking	0	Horizontal Scale: 90%-100%
Leading (Minimum space in body copy of Drug Facts)	6.5 pt.	Maximum Characters/Inch: 27
Barlines	1.00 pt.	Hairlines 0.50 pt.
Primary Display Panel Info		
Font size of Net Wt./Contents (Smallest character height in inches)		0.1875 in.
PDP dimensions (in square inches)		28.89 sq. in.
Font size of Statement of Identity (If not live text, to be measured in Helvetica capital "M")	V 16.57pt.	H N/A
Font size of Logo/Largest Copy on PDP (If not live text, to be measured in Helvetica capital "M")	V 89pt.	H N/A
Ratio of Statement of Identity to Logo/Largest Copy on PDP		
Statement of Identity (pt.) (Divided by Largest Logo Copy (pt.))	V 24%	H N/A

NicoDerm
CQ

Nicotine Transdermal System
STOP SMOKING AID
STEP 2
14 clear patches (2-week kit)

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U.S. Patent No. 7,622,136
8,075,911



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NicoDerm CQ is a three step program. You start with the highest level of medicine and gradually step down your dose. If you smoke 10 or less cigarettes per day, start with Step 2.

STEP 2
14 clear patches
(2-week kit)



NicoDerm
CQ
NOT FOR RETAIL SALE
Nicotine Transdermal System
STOP SMOKING AID
STEP 2
14 clear patches (2-week kit)

CLEAR PATCH

STEP 2 14 mg
IF YOU SMOKE 10 OR LESS CIGARETTES A DAY, START WITH STEP 2
MORE THAN 10 CIGARETTES A DAY, START WITH STEP 1

14 clear patches (2-week kit)

NicoDerm
CQ

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What is the NicoDerm CQ Patch and How is it Used?
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NicoDerm
CQ

Nicotine Transdermal System
STOP SMOKING AID
STEP 2
14 clear patches (2-week kit)

TO INCREASE YOUR SUCCESS IN QUITTING:

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For your family's protection, NicoDerm CQ patches are supplied in child resistant pouches. Do not use if individual pouch is open or torn.

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Consumer Healthcare, L.P.,
Moon Township, PA 15108

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102678X

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Drug Facts

Active ingredient (in each patch) Purpose
Nicotine, 14 mg delivered over 24 hours 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.

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- heart disease, recent heart attack, or irregular heartbeat.
- Nicotine can increase your heart rate.
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When using this product

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- If you have vivid dreams or other sleep disturbances remove this patch at bedtime.
- Stop use and ask a doctor if
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Keep out of reach of children and pets. Used patches have enough nicotine to poison children and pets. If swallowed, get medical help or contact a Poison Control Center right away. Dispose of the used patches by folding sticky ends together. Replace in pouch and discard.

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 information

Drug Facts (continued)

• begin using the patch on your quit day
• if you smoke more than 10 cigarettes per day, use according to the following 10-week schedule:

STEP 1	STEP 2	STEP 3
Use one 21 mg patch/day	Use one 14 mg patch/day	Use one 7 mg patch/day
Weeks 1-6	Weeks 7-8	Weeks 9-10

If you smoke 10 or less cigarettes per day, do not use STEP 1 (21 mg). Start with STEP 2 (14 mg) for 6 weeks, then STEP 3 (7 mg) for 2 weeks and then stop.

Steps 2 and 3 allow you to gradually reduce your level of nicotine. Completing the full program will increase your chances of quitting successfully.

- apply one new patch every 24 hours on skin that is dry, clean and hairless. Save pouch for disposing of the patch after use, remove backing from patch and immediately press onto skin. Hold for 10 seconds.
- wash hands after applying or removing patch. Throw away the patch by folding sticky ends together. Replace in its pouch and discard. See enclosed User's Guide for safety and handling.
- you may wear the patch for 16 or 24 hours
- if you crave cigarettes when you wake up, wear the patch for 24 hours
- if you have vivid dreams or other sleep disturbances, you may remove the patch at bedtime and apply a new one in the morning

- the used patch should be removed and a new one applied to a different skin site at the same time each day
- do not wear more than one patch at a time
- do not cut patch in half or into smaller pieces
- do not leave patch on for more than 24 hours because it may irritate your skin and loses strength after 24 hours
- it is important to complete treatment. If you feel you need to use the patch for a longer period to keep from smoking, talk to your health care provider.

Other information

• does not contain alcohol
Inactive ingredients ethylene vinyl acetate-copolymer, polyisobutylene and high density polyethylene between clear polyester backings

Questions or comments?
call toll-free 1-800-834-5686 (English/Spanish) weekdays 9:00 a.m. - 4:30 p.m. ET

Includes Committed Quitters Program enrollment offer and User's Guide.

GSK Regulatory Spec Box		Verified Date: 2.13.15
Drug Facts Info		
Drug Facts (Title)	Font Name: Helvetica Bold Oblique	13 point type
Drug Facts (continued)	Font Name: 8.5pt - Helvetica Bold Oblique (Drug Facts) Helvetica Medium Condensed (Cont.)	8.5pt/8pt
Headings	Font Name: Helvetica Bold Oblique	8 point type
Subheading	Font Name: Helvetica Neue 75 Bold	6 point type
Body text	Font Name: Helvetica Neue 55 Roman/Helvetica Neue 75 Bold	6 point type
Bullets	Font Name: Helvetica Neue 55 Roman	5 point type
Bullets on same lines: end of statement separated from bulleted statement by two ems		N/A
Spacing of the hair lines from edge of box - i.e. Minimum of 2 spaces either side of Drug Fact Box		Yes
Tracking	0	Horizontal Scale: 90%-100%
Leading (Minimum space in body copy of Drug Facts)	6.5 pt.	Maximum Characters/Inch: 27
Barlines	1.00 pt.	Hairlines 0.50 pt.
Primary Display Panel Info		
Font size of Net Wt./Contents (Smallest character height in inches)		0.1875 in.
PDP dimensions (in square inches)		28.89 sq. in.
Font size of Statement of Identity (If not live text, to be measured in Helvetica capital "M")	V 16.57pt.	H N/A
Font size of Logo/Largest Copy on PDP (If not live text, to be measured in Helvetica capital "M")	V 89pt.	H N/A
Ratio of Statement of Identity to Logo/Largest Copy on PDP		
Statement of Identity (pt.) / Divided by Largest Logo Copy (pt.)	V 24%	H N/A



NicoDerm CQ is a three step program. You start with the highest level of medicine and gradually step down your dose. If you smoke 10 or less cigarettes per day, start with Step 2.

STEP 3
14 clear patches
(2-week kit)

102677X0

NicoDerm CQ

Nicotine Transdermal System
STOP SMOKING AID
STEP 3
14 clear patches (2-week kit)

- 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.

NICODERM CQ, Patch Design, COMMITTED QUITTERS, and NON ON STEP Design are trademarks owned by the GSK group of companies.

For more information and for a FREE individualized stop smoking program, please visit www.nicodermsci.com or see inside for more details.

U.S. Patent No. 7,622,136
8,075,911



3 0766-1440-28 3



NDC
0135019605

NOT FOR RETAIL SALE



NicoDerm CQ

Nicotine Transdermal System
STOP SMOKING AID
STEP 3
14 clear patches (2-week kit)

NicoDerm CQ
Nicotine Transdermal System 7 mg Delivered over 24 Hours
STOP SMOKING AID

CLEAR PATCH

STEP 3
7 mg
FOR USE AFTER COMPLETING STEP 2



ACTUAL SIZE

14 clear patches (2-week kit)

TO INCREASE YOUR SUCCESS IN QUITTING:

1. You must be motivated to quit.
2. Complete the full treatment program, applying a new patch every day.
3. Use with a support program as described in the enclosed User's Guide.

For your family's protection, Nicoderm CQ patches are supplied in child resistant pouches. Do not use if individual pouch is open or torn.

Manufactured by ALZA Corporation,
Vacaville, CA 95688 for
GlaxoSmithKline
Consumer Healthcare, L.P.,
Moon Township, PA 15108

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102677X0

NicoDerm CQ

Nicotine Transdermal System
STOP SMOKING AID
STEP 3
14 clear patches (2-week kit)

What is the Nicoderm CQ Patch and How is it Used?
Nicoderm CQ is a small, nicotine-containing patch. When you put on a Nicoderm CQ patch, nicotine passes through the skin and into your body. Nicoderm CQ is very thin and uses special material to control how fast nicotine passes through the skin. Unlike the sudden jolts of nicotine delivered by cigarettes, the amount of nicotine you receive remains relatively smooth throughout the 16 or 24 hour period you wear the Nicoderm CQ patch. This helps to reduce cravings you may have for nicotine.



Read carton and enclosed User's Guide before using this product. Keep this carton and User's Guide. They contain important information.

Drug Facts

Active ingredient (in each patch) Purpose
Nicotine, 7 mg delivered over 24 hours ————— 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.

Ask a doctor before use if you have

- 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.
- an allergy to adhesive tape or have skin problems because you are more likely to get rashes
- diabetes
- history of seizures

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.

When using this product

- if you have vivid dreams or other sleep disturbances remove this patch at bedtime.

Stop use and ask a doctor if

- skin redness caused by the patch does not go away after four days, or if your skin swells, or you get a rash
- irregular heartbeat or palpitations occur
- you get symptoms of nicotine overdose such as nausea, vomiting, dizziness, weakness and rapid heartbeat
- you have symptoms of an allergic reaction (such as difficulty breathing or rash)

Keep out of reach of children and pets. Used patches have enough nicotine to poison children and pets. If swallowed, get medical help or contact a Poison Control Center right away. Dispose of the used patches by folding sticky ends together. Replace in pouch and discard.

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 information

Drug Facts (continued)

- begin using the patch on your quit day
- if you smoke more than 10 cigarettes per day, use according to the following 10-week schedule:

STEP 1	STEP 2	STEP 3
Use one 21 mg patch/day	Use one 14 mg patch/day	Use one 7 mg patch/day
Weeks 1-6	Weeks 7-8	Weeks 9-10

If you smoke 10 or less cigarettes per day, do not use STEP 1 (21 mg). Start with STEP 2 (14 mg) for 6 weeks, then STEP 3 (7 mg) for 2 weeks and then stop.

- steps 2 and 3 allow you to gradually reduce your level of nicotine. Completing the full program will increase your chances of quitting successfully.
- apply one new patch every 24 hours on skin that is dry, clean and hairless. Save pouch for disposing of the patch after use; remove backing from patch and immediately press onto skin. Hold for 10 seconds.
- wash hands after applying or removing patch. Throw away the patch by folding sticky ends together. Replace in its pouch and discard. See enclosed User's Guide for safety and handling.
- you may wear the patch for 16 or 24 hours
- if you crave cigarettes when you wake up, wear the patch for 24 hours
- if you have vivid dreams or other sleep disturbances, you may remove the patch at bedtime and apply a new one in the morning

Other information

- the used patch should be removed and a new one applied to a different skin site at the same time each day
- do not wear more than one patch at a time
- do not cut patch in half or into smaller pieces
- do not leave patch on for more than 24 hours because it may irritate your skin and loses strength after 24 hours
- it is important to complete treatment. If you feel you need to use the patch for a longer period to keep from smoking, talk to your health care provider.

Other information

— does not contain: ethylene vinyl acetate-copolymer, polyisobutylene and high density polyethylene between clear polyester backings

Questions or comments?
call toll-free 1-800-834-5689 (English/Spanish) weekdays 9:00 a.m. - 4:30 p.m. ET

Includes Committed Quitters' Program enrollment offer and User's Guide.



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NicoDerm
CQ

Nicotine Transdermal System
STOP SMOKING AID
STEP 1
14 opaque patches (2-week kit)

• 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.

NICODERM, CQ, Revell Design, Quack Design, Patch Design, COMMITTED QUITTERS, MINOR ON STEP Design, and SMARTCONTROL are trademarks owned by the GSK group of companies.

For more information and for a FREE individualized stop smoking program, please visit www.nicodermcq.com or see inside for more details.

U.S. Patent No. 7,822,136
8,075,911

NDC 0135-0145-02

STEP 1
21 mg

STEP 2
14 mg

STEP 3
7 mg

Nicoderm CQ is a three step program. You start with the highest level of medicine and gradually step down your dose. If you smoke 10 or less cigarettes per day, start with Step 2.



NicoDerm
CQ

Nicotine Transdermal System 21 mg Delivered over 24 Hours

STOP SMOKING AID

OPAQUE PATCH EXTENDED RELEASE 24 HOURS

SMARTCONTROL TECHNOLOGY

STEP 1
21 mg

IF YOU SMOKE MORE THAN 10 CIGARETTES A DAY, START WITH STEP 1 TO OR LESS CIGARETTES A DAY, START WITH STEP 2

ACTUAL SIZE

14 opaque patches (2-week kit)

102838XC
102838XC
102838XC

STEP 1
14 opaque patches (2-week kit)

gsk

NicoDerm
CQ

TO INCREASE YOUR SUCCESS IN QUITTING:

1. You must be motivated to quit.
2. Complete the full treatment program, applying a new patch every day.
3. Use with a support program as described in the enclosed User's Guide.

For your family's protection, Nicoderm CQ patches are supplied in child resistant pouches. Do not use if individual pouch is open or torn.

Manufactured by ALZA Corporation, Vacaville, CA 95688 for **GlaxoSmithKline Consumer Healthcare, L.P.**, Moon Township, PA 15108

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(b) (4)

102838XC
102838XC
102838XC

Read carton and enclosed User's Guide before using this product. Keep this carton and User's Guide. They contain important information.

Drug Facts

Active ingredient (in each patch) Nicotine, 21 mg delivered over 24 hours Stop smoking aid

Purpose 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.

Ask a doctor before use if you have

- heart disease, recent heart attack, or irregular heartbeat.
- high blood pressure not controlled with medication. Nicotine can increase your blood pressure.
- an allergy to adhesive tape or have skin problems because you are more likely to get rashes
- diabetes
- history of seizures

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.

When using this product

- If you have vivid dreams or other sleep disturbances remove this patch at bedtime

Stop use and ask a doctor if

- skin redness caused by the patch does not go away after four days, or if your skin swells, or you get a rash
- irregular heartbeat or palpitations occur
- you get symptoms of nicotine overdose such as nausea, vomiting, dizziness, weakness and rapid heartbeat
- you have symptoms of an allergic reaction (such as difficulty breathing or rash)

Keep out of reach of children and pets. Used patches have enough nicotine to poison children and pets. If swallowed, get medical help or contact a Poison Control Center right away. Dispose of the used patches by folding sticky ends together. Replace in pouch and discard.

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 information

Drug Facts (continued)

- Begin using the patch on your quit day
- If you smoke more than 10 cigarettes per day, use according to the following 10-week schedule:

STEP 1	STEP 2	STEP 3
Use one 21 mg patch/day	Use one 14 mg patch/day	Use one 7 mg patch/day
Weeks 1-6	Weeks 7-9	Weeks 9-10

- If you smoke 10 or less cigarettes per day, do not use STEP 1 (21 mg). Start with STEP 2 (14 mg) for 6 weeks, then STEP 3 (7 mg) for 2 weeks and then stop.
- steps 2 and 3 allow you to gradually reduce your level of nicotine. Completing the full program will increase your chances of quitting successfully.
- apply one new patch every 24 hours on skin that is dry, clean and hairless. Save pouch for disposing of the patch after use. Hold for 10 seconds.
- wash hands after applying or removing patch. Throw away the patch by folding sticky ends together. Replace in its pouch and discard. See enclosed User's Guide for safety and handling.
- you may wear the patch for 16 or 24 hours
- if you crave cigarettes when you wake up, wear the patch for 24 hours
- if you have vivid dreams or other sleep disturbances, you may remove the patch at bedtime and apply a new one in the morning
- to avoid possible burns, remove patch before undergoing any MRI (magnetic resonance imaging) procedures
- the used patch should be removed and a new one applied to a different skin site at the same time each day
- do not wear more than one patch at a time
- do not cut patch in half or into smaller pieces
- do not leave patch on for more than 24 hours because it may irritate your skin and lose strength after 24 hours
- it is important to complete treatment. If you feel you need to use the patch for a longer period to keep from smoking, talk to your health care provider.

Other information

- store at 20-25°C (68-77°F)

Inactive ingredients ethylene vinyl acetate-copolymer, polyisobutylene, high density polyethylene between pigmented and clear polyester backings

Questions or comments?
call toll-free 1-800-634-5895 (English/Spanish) weekdays (9:00 a.m. - 4:30 p.m. ET)

Includes Committed Quitters® Program enrollment offer and User's Guide.

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NICODERM *CQ* USER'S GUIDE



NicoDerm[®]

NICOTINE TRANSDERMAL SYSTEM

STOP SMOKING AID

CQ[®]

HOW TO USE THE NICODERM *CQ* PATCH
OR THE CLEAR
NICODERM *CQ* PATCH
TO HELP YOU
QUIT SMOKING

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Reference ID: 3829388

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KEYS TO SUCCESS

- 1) You must really want to quit smoking for the **NicoDerm® CQ®** patch to help you.
- 2) Complete the full treatment program, applying a new patch every day.
- 3) The **NicoDerm CQ** patch works best when used together with a support program. See page 4 for details.
- 4) If you have trouble using the **NicoDerm CQ** patch, ask your doctor or pharmacist or call GlaxoSmithKline (English/Spanish) at 1-800-834-5895 weekdays (9:00 a.m. - 4:30 p.m. ET).

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SO, YOU'VE DECIDED TO QUIT.

Congratulations. Your decision to stop smoking is one of the most important things you can do to improve your health. Quitting smoking is a two-part process that involves:

- 1) overcoming your physical need for nicotine, and
- 2) breaking your smoking habit.

The **NicoDerm CQ** patch helps smokers quit by reducing nicotine withdrawal symptoms. Many **NicoDerm CQ** patch users will be able to stop smoking for a few days but often will start smoking again. Most smokers have to try to quit several times before they completely stop.

Your own chances of quitting smoking depend on how strongly you are addicted to nicotine, how much you want to quit, and how closely you follow a quitting plan like the one that comes with the **NicoDerm CQ** patch.

QUITTING SMOKING IS HARD!

If you find you cannot stop or if you start smoking again after using the **NicoDerm CQ** patch, please talk to a health care professional who can help you find a program that may work better for you. Breaking this addiction doesn't happen overnight.

Because the **NicoDerm CQ** patch provides some nicotine, the **NicoDerm CQ** patch will help you stop smoking by reducing nicotine withdrawal symptoms such as nicotine craving, nervousness and irritability.

This User's Guide will give you support as you become a non-smoker. It will answer common questions about the **NicoDerm CQ** patch 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 the **NicoDerm CQ** patch 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 the **NicoDerm CQ** patch, 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 the **NicoDerm CQ** patch 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 the **NicoDerm CQ** patch will lessen your body's craving for 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 IMPORTANT WARNINGS.

This product is only for those who want to stop 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.

Ask a doctor before use if you have

- 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.
- an allergy to adhesive tape or have skin problems because you are more likely to get rashes.
- diabetes
- history of seizures

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.

When using this product

- if you have vivid dreams or other sleep disturbances, remove this patch at bedtime.
- to avoid possible burns, remove the patch before undergoing any MRI (magnetic resonance imaging) procedures (for the opaque **NicoDerm CQ** patch only).

Stop use and ask a doctor if

- skin redness caused by the patch does not go away after four days, or if your skin swells, or you get a rash.
- irregular heartbeat or palpitations occur.
- you get symptoms of nicotine overdose such as nausea, vomiting, dizziness, weakness and rapid heartbeat.

- you have symptoms of an allergic reaction (such as difficulty breathing or rash)

Keep out of reach of children and pets.

Used patches have enough nicotine to poison children and pets. If swallowed, get medical help or contact a Poison Control Center right away. Dispose of the used patch by folding sticky ends together. Replace in its pouch and discard.

LET'S GET STARTED.

If you are under 18 years of age, ask a doctor before use.

Becoming a non-smoker starts today. Your first step is to read through this entire User's Guide carefully.

First, check that you bought the right starting dose.

If you smoke more than 10 cigarettes per day, begin with Step 1 (21 mg). As the carton indicates, people who smoke 10 or less cigarettes per day should not use Step 1 (21 mg). They should start with Step 2 (14 mg). Throughout this User's Guide we will give specific instructions for people who smoke 10 or less cigarettes per day.

Next, set your personalized quitting schedule.

Take out a calendar that you can use to track your progress. Pick a quit date, and mark this on your calendar using the reminders on the last page of this User's Guide, as described below.

Directions: For People who smoke more than 10 cigarettes per day:



STEP 1 (Weeks 1-6). Your quit date (and the day you'll start using the NicoDerm CQ Patch).

Choose your quit date (it should be soon). This is the day you will begin using the **NicoDerm CQ** patch to reduce your cravings for nicotine. Place the Step 1 reminder on this date. For the first six weeks, you'll use the highest-strength (21 mg) **NicoDerm CQ** patches. Be sure to follow the directions on page 11.

Completing the full program will increase your chances of quitting successfully. This is done by changing over to the Step 2 (14 mg) patch for 2 weeks followed by a final 2 weeks with the Step 3 (7 mg) patch. The Step 2 and Step 3 treatment period allows you to gradually reduce the amount of nicotine you get, rather than stopping suddenly, and will increase your chances of quitting.

STEP 2 (Weeks 7-8). The day you'll start reducing your use of the NicoDerm CQ patch. Switching to Step 2 (14 mg) patches after 6 weeks begins to gradually reduce your nicotine usage. Place the Step 2 reminder on this date (the first day of week seven). Use the 14 mg patches for two weeks.

STEP 3 (Weeks 9-10). The day you'll further start reducing your use of the NicoDerm CQ patch. After eight weeks, nicotine intake is further reduced by moving down to Step 3 (7 mg) patches. Place the Step 3 reminder on this date (the first day of week nine). Use the 7 mg patches for two weeks.

THE NICODERM[®] CQ[®] PROGRAM

STEP 1	STEP 2	STEP 3
Use one 21 mg patch/day	Use one 14 mg patch/day	Use one 7 mg patch/day
Weeks 1-6	Weeks 7-8	Weeks 9-10

IT IS IMPORTANT TO COMPLETE TREATMENT

If you still feel the need to use the NicoDerm CQ patch after Week 10, talk with your health care provider.

Directions: For People who smoke 10 or less cigarettes per day. Do not use STEP 1 (21 mg). Begin with STEP 2 – Initial Treatment Period (Weeks 1-6): 14 mg patches.

Choose your quit date (it should be soon). This is the day you will begin using the **NicoDerm CQ** patch to reduce your cravings for nicotine. Place the Step 2 reminder on this date. For the first six weeks, you'll use the Step 2 (14 mg) **NicoDerm CQ** patches. Be sure to follow the directions on page 11.

Continue with STEP 3 – Step Down Treatment Period (Weeks 7-8): 7 mg patches.

Completing the full program will increase your chances of quitting successfully. This is done by changing over to the Step 3 (7 mg) patches for 2 weeks. The two week step down treatment period allows you to

gradually reduce the amount of nicotine you get, rather than stopping suddenly, and will increase your chances of quitting. Place the Step 3 reminder on the first day of week seven. Use the 7 mg patches for two weeks.

At the end of 8 weeks you will have completed treatment. If you feel you need to use **NicoDerm CQ** patches for longer than 8 weeks to keep from smoking, talk to your health care provider.

PLAN AHEAD.

Because smoking is an addiction, it is not easy to stop. After you've given up nicotine, you may still have a strong urge to smoke. Plan ahead NOW for these times, so you're not tempted to start smoking again 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. In the event that you slip, immediately stop smoking and resume your quit attempt by using the **NicoDerm CQ** patch. If you smoke at all, write down what you think caused the slip.
- Put together an Emergency Kit that includes items that will help take your mind off occasional urges to smoke. You might include cinnamon gum or lemon drops to suck on, relaxing music, 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.

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- 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 THE NICODERM[®] CQ[®] PATCH WORKS.

NicoDerm CQ patches provide nicotine to your system. They work as a temporary aid to help you quit smoking by reducing nicotine withdrawal symptoms, including nicotine craving. The **NicoDerm CQ** patch 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.



Reference ID: 3829582

Because the **NicoDerm CQ** patch 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 NICODERM® CQ® PATCHES.

Read all the following instructions, and the instructions on the outer carton, before using the **NicoDerm CQ** patch. Refer to them often to make sure you're using the **NicoDerm CQ** patch correctly.

- 1) Begin using the **NicoDerm CQ** patch on your quit date.
- 2) To reduce nicotine craving and other withdrawal symptoms, use the **NicoDerm CQ** patch according to the directions on pages 7-9.

- 3) Fold sticky ends of a used **NicoDerm CQ** patch together. Replace in its pouch and discard

When to apply and remove NicoDerm CQ patches.

Each day apply a new patch to a different place on skin that is dry, clean and hairless. **You can wear a NicoDerm CQ patch for either 16 or 24 hours.** If you crave cigarettes when you wake up, wear the patch for 24 hours. If you begin to have vivid dreams or other disruptions of your sleep while wearing the patch for 24 hours, try taking the patch off at bedtime (after about 16 hours) and putting on a new one when you get up the next day. To avoid possible burns, remove the patch before undergoing any MRI (magnetic resonance imaging) procedures (for the opaque **NicoDerm CQ** patch only).

FREE Individualized Stop Smoking Program

What is



- FREE, online individualized stop smoking program.
- Customized for your needs based on your responses to the enrollment survey.

TO JOIN



Individualized Stop Smoking Program

- Receive knowledge, support and encouragement over several weeks to help you break the psychological and behavioral links to cigarettes.
- **Enroll at www.CommittedQuitters.com.**
- To receive the available print materials of the Committed Quitters program in the mail call 1-800-770-0708.





brought to you by



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Call Between 7 am and 12 midnight EST or enroll online 24 hours a day

(ONE PLAN PER CUSTOMER)

You should not smoke when you are not wearing the patch.

Remove the used patch and put on a new patch at the same time every day. Applying the patch at about the same time each day (first thing in the morning, for instance) will help you remember when to put on a new patch. Do not leave the same **NicoDerm CQ** patch on for more than 24 hours because it may irritate your skin and because it loses strength after 24 hours.

It is important to use the **NicoDerm CQ** patch for the full 10 week treatment period (8 weeks for people who smoke 10 or fewer cigarettes per day). If you feel you need to use the **NicoDerm CQ** patch for a longer period to keep from smoking, talk to your health care provider.

How to apply a NicoDerm® CQ® patch.

1. Do not remove the **NicoDerm CQ** patch from its sealed protective pouch until you are ready to use it. **NicoDerm CQ**

patches will lose nicotine to the air if you store them out of the pouch.

2. Choose a non-hairy, clean, dry area of skin. Do not put a **NicoDerm CQ** patch on skin that is burned, broken out, cut, or irritated in any way. Make sure your skin is free of lotion and soap before applying a patch.
3. Take patch out of the pouch. Save pouch for use at time of disposal. A clear, protective liner covers the sticky back side of the



NicoDerm CQ patch — the side that will be put on your skin. The liner has a slit down the middle to help you remove it from the patch. With the sticky back side facing you, pull half the liner away from the **NicoDerm CQ** patch starting at the middle slit, as shown in the illustration above. Hold the **NicoDerm CQ** patch at one of the outside edges (touch the sticky side as little as possible), and pull off the other half of the protective liner.

Place the liner back in the pouch. Save pouch for disposing of the patch after use.

4. Immediately apply the sticky side of the **NicoDerm CQ** patch to your skin. **Press the patch firmly on your skin with the heel of your hand for at least 10 seconds.** Make sure it sticks well to your skin, especially around the edges.



5. Wash your hands when you have finished applying the **NicoDerm CQ** patch. Nicotine on your hands could get into your eyes and nose, and cause stinging, redness, or more serious problems.



6. After 16 or 24 hours, remove the patch you

have been wearing. Fold sticky ends of used **NicoDerm CQ** patch together. Replace in its pouch. Discard where it will be out of the reach of children and pets. Even used patches have enough nicotine to poison children and pets. Wash your hands.

7. Choose a different place on your skin to apply the next **NicoDerm CQ** patch and repeat Steps 1 to 6. Do not apply a new patch to a previously used skin site for at least one week.

If your NicoDerm® CQ® patch gets wet during wearing.

Water will not harm the **NicoDerm CQ** patch you are wearing if applied properly. You can bathe, swim, or shower for short periods while you are wearing the **NicoDerm CQ** patch.

If your NicoDerm® CQ® patch comes off while wearing.

NicoDerm CQ patches generally stick well to most people's skin. However, a patch may occasionally come off. If your NicoDerm CQ patch falls off during the day, put on a new patch, making sure you select a non-hairy, non-irritated area of skin that is clean and dry.

If the soap you use has lanolin or moisturizers, the patch may not stick well. Using a different soap may help. Body creams, lotions and sunscreens can also cause problems with keeping your patch on. Do not apply creams or lotions to the place on your skin where you will put the patch.

If you have followed the directions and the patch still does not stick to you, try using medical adhesive tape over the patch.

Disposing of NicoDerm® CQ® patches.

Fold the used patch in half by folding the sticky ends together. Replace in its pouch. Discard where it will be out of the reach of children and pets. Small amounts of nicotine, even from a used patch, can poison children and pets. **Keep all nicotine patches away from children and pets.** Wash your hands after disposing of the patch.

If your skin reacts to the NicoDerm® CQ® patch.

When you first put on a **NicoDerm CQ** patch, mild itching, burning, or tingling is normal and should go away within an hour. After you remove a **NicoDerm CQ** patch, the skin under the patch might be somewhat red. Your skin should not stay red for more than a day after removing the patch. **Stop use and ask a doctor if skin redness caused by the patch does not go away after four days, or if your skin swells, or you get a rash. Do not put on a new patch.**

Storage Instructions.

Keep each **NicoDerm CQ** patch in its protective pouch, unopened, until you are ready to use it, because the patch will lose nicotine to the air if it's outside the pouch.



Store **NicoDerm CQ** patches at 20-25°C (68-77°F) because they are sensitive to heat. Remember, the inside of your car can reach temperatures much higher than this. A slight yellowing of the sticky side of the patch is normal.

Do not use **NicoDerm CQ** patches stored in pouches that are open or torn.

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 on the price of cigarettes alone.
 - 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.
 - Visit your dentist and have your teeth cleaned to get rid of the tobacco stains
- 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.
 - 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 that help you relax without cigarettes. Swim, jog, take a walk, play basketball.
 - 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.

The First Few Days.

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 nicotine 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 nicotine 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 should not spoil your efforts! Throw away your cigarettes, forgive yourself and continue with the program. Re-read the User's Guide to ensure that you're using the **NicoDerm CQ** patch correctly and following the other important tips

for dealing with the mental and social dependence on nicotine. Your doctor, pharmacist or other health professional can also provide useful counseling on the importance of stopping smoking. You should consider them partners in your quit attempt.

What To Do About Relapse After a Successful Quit Attempt.

If you have taken up regular smoking again, don't be discouraged. Research shows that the best thing you can do is try again, since several quitting attempts may be needed before you're successful. And your chances of quitting successfully increase with each quit attempt.

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 **NicoDerm CQ** patches correctly.
- 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 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 the NicoDerm CQ patch?

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 nicotine
- anxiety, irritability, restlessness, mood changes, nervousness
- disruptions of your sleep
- drowsiness
- trouble concentrating
- increased appetite and weight gain
- headaches, muscular pain, constipation, fatigue.

The **NicoDerm CQ** patch reduces nicotine withdrawal symptoms such as irritability and nervousness, as well as the craving for nicotine you used to satisfy by having a cigarette.

2. Is the NicoDerm® CQ® patch just substituting one form of nicotine for another?

The **NicoDerm CQ** patch does contain nicotine. The purpose of the **NicoDerm CQ** patch is to provide you with enough nicotine to reduce the physical withdrawal symptoms so you can deal with the mental aspects of quitting.

3. Can I be hurt by using the NicoDerm® CQ® patch?

For most adults, the amount of nicotine delivered from the patch is less than from smoking. If you believe you may be sensitive to even this amount of nicotine, you should not use this product without advice from your doctor. There are also some important warnings in this User's Guide (See page 5).

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. Drink lots of water. This is good for your body and skin, and also helps to reduce the amount you eat.

5. Is the NicoDerm® CQ® patch more expensive than smoking?

The total cost of the NicoDerm CQ program is similar to what a person who smokes one pack of cigarettes a

day would spend on cigarettes for the same period of time. Also, use of the NicoDerm CQ patch is only a short-term cost, while the cost of smoking is a long-term cost, including 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!

Reference ID: 3829582

PLACE THESE REMINDERS ON YOUR CALENDAR:

AT THE BEGINNING OF WEEK #1
(QUIT DATE)



AT THE BEGINNING OF WEEK #7



AT THE BEGINNING OF WEEK #9



WHEN YOU HAVE COMPLETED YOUR QUITTING PROGRAM



For people who smoke 10 or less cigarettes per day: Do not use STEP 1 (21 mg). Use STEP 2 (14 mg) at the beginning of week #1 and STEP 3 (7 mg) at the beginning of week #7.

- **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.**



WALLET CARD

My most important reasons
to quit smoking are:

A rounded rectangular area with a dark blue header containing the text 'My most important reasons to quit smoking are:'. Below the header are ten horizontal white lines for writing.

WHERE TO CALL FOR HELP:

American Lung
Association
800-586-4872

American
Cancer Society
800-227-2345

American
Heart Association
800-242-8721

For People who smoke more than 10 cigarettes per day:

STEP 1	STEP 2	STEP 3
Use one 21 mg patch/day	Use one 14 mg patch/day	Use one 7 mg patch/day
Weeks 1-6	Weeks 7-8	Weeks 9-10

People who smoke 10 or less cigarettes per day: Do not use STEP 1 (21 mg).
Use STEP 2 (14 mg) for six weeks and STEP 3 (7 mg) for two weeks and then stop.

This is a representation of an electronic record that was signed electronically and this page is the manifestation of the electronic signature.

/s/

VALERIE S PRATT
10/07/2015