

(b) (4)

GlaxoSmithKline

(b) (4)

APPROVALS

PLEASE CHECK ONE:

Artwork

Prepress

Copy

NAME

DATE

NAME

DATE

NO COPY AREA

EAS Tagged



Nicorette
Spearmint Burst Gum
with a hint of chamomile

■ 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

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

Distributed by
GSK Consumer Healthcare
Warren, NJ 07059
Made in Sweden

©2017 GSK group of companies or its licensor.

Trademarks are owned by or licensed to the GSK group of companies.

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

17-036CHFS

Drug Facts

Active ingredient (in each chewing piece) Nicotine polacrlex (equal to 2 mg nicotine) **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

- 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
- 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.

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

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
- before using this product, read the enclosed User's Guide for complete directions and other important information
- begin using the gum on your quit day
- if you smoke your first cigarette within 30 minutes of waking up, use 4 mg nicotine gum
- if you smoke your first cigarette more than 30 minutes after waking up, use 2 mg nicotine gum 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. If you feel you need to use the gum for a longer period to keep from smoking, talk to your health care provider.

Drug Facts (continued)

Other information

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

Inactive ingredients

acacia, acesulfame potassium, carnauba wax, edible ink, flavors, 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

Nicorette
Spearmint Burst Gum
with a hint of chamomile

2 mg
FOR THOSE WHO SMOKE MORE THAN 30 MINUTES AFTER WAKING UP.
If you smoke your first cigarette WITHIN 30 MINUTES of waking up, use Nicorette 4 mg Gum.

120 120 PIECES, 2 mg EACH
Spearmint Burst
with a hint of chamomile

Coated
FOR BOLD FLAVOR

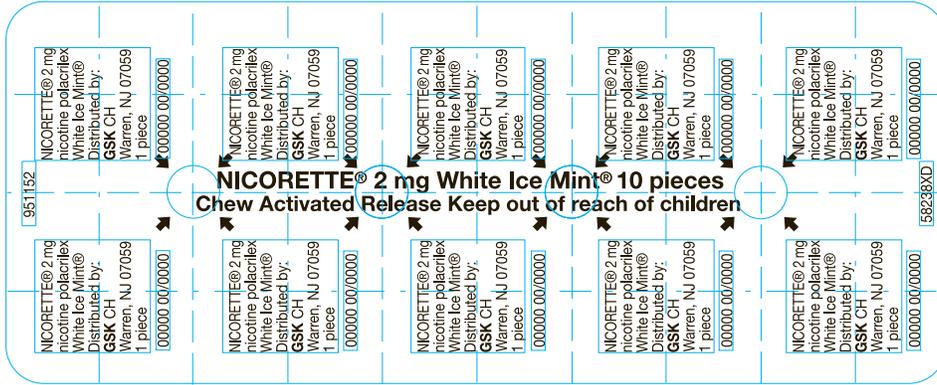
Nicorette
nicotine polacrlex gum, 2 mg • stop smoking aid
Gum

BONUS PACK
20% MORE FREE

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

OPEN HERE

GSK Regulatory Spec Box		Verified Date: 8/28/17
Drug Facts Info		
Drug Facts (Title)	Font Name: Helvetica Neue 76 Bold Italic	14 point type
Drug Facts (continued)	Font Name: Helvetica Neue 76 Bold Italic/Helvetica Neue 57 Condensed	8.5 point type
Headings	Font Name: Helvetica Neue 76 Bold Italic	8.5 point type
Subheading	Font Name: Helvetica Neue 77 Bold Condensed	6.5 point type
Body text	Font Name: Helvetica Neue 57 Condensed/ Helvetica Neue 77 Bold Condensed	6.5 point type
Bullets	Font Name: Helvetica Neue 55 Roman	5.0 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: 100%
Leading (Minimum space in body copy of Drug Facts)	6.75 pt.	Maximum Characters/Inch: 32
Barlines	1.5 pt.	Hairlines 0.5 pt.
Primary Display Panel Info		
Font size of Net Wt/Contents (Smallest character height in inches)		0.1413 in.
PDP dimensions (in square inches)		23.02 sq. in.
Font size of Statement of Identity (If not live text, to be measured in Helvetica capital "M")		V 16.11 pt. H N/A
Font size of Logo/Largest Copy on PDP (If not live text, to be measured in Helvetica capital "M")		V 63.56 pt. 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 25% H N/A



(b) (4)



(b) (4)

GlaxoSmithKline

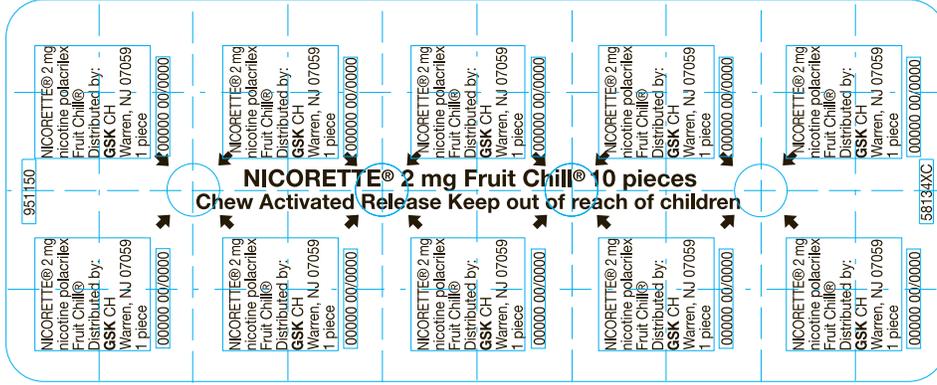
APPROVALS

PLEASE CHECK ONE:

Artwork Prepress Copy

NAME _____ DATE _____

NAME _____ DATE _____



(b) (4)



(b) (4)

GlaxoSmithKline		APPROVALS
PLEASE CHECK ONE:		
Artwork <input type="checkbox"/>	Prepress <input type="checkbox"/>	Copy <input type="checkbox"/>
NAME _____		DATE _____
NAME _____		DATE _____

NO COPY AREA

000000

000000

000000

000000

Drug Facts

Active ingredient (in each chewing piece) Nicotine polacrilex (equal to 2 mg nicotine)	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

- 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
- 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.

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

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
- before using this product, read the enclosed User's Guide for complete directions and other important information
- begin using the gum on your quit day
- if you smoke your first cigarette within 30 minutes of waking up, use 4 mg nicotine gum
- if you smoke your first cigarette more than 30 minutes after waking up, use 2 mg nicotine gum 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. If you feel you need to use the gum for a longer period to keep from smoking, talk to your health care provider.

EAS Tagged

3 0000-0000-00 1

Nicorette

Fruit Chill Gum

■ 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

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

Distributed by
GSK Consumer Healthcare
Warren, NJ 07059
Made in Sweden

©2017 GSK group of companies or its licensor.

Trademarks are owned by or licensed to the GSK group of companies.

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

17-034CHFS

THEFT SURVEILLANCE TAG AREA

PLACE ANTI-THEFT STICKER HERE

Drug Facts (continued)

Other information

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

Inactive ingredients
acacia, acesulfame potassium, carnauba wax, edible ink, flavor, gum base, hydroxypropyl methylcellulose, 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

Nicorette

Fruit Chill Gum

Coated

FOR BOLD FLAVOR

Fruit Chill

2 mg

FOR THOSE WHO SMOKE MORE THAN 30 MINUTES AFTER WAKING UP.

If you smoke your first cigarette WITHIN 30 MINUTES of waking up, use Nicorette 4 mg Gum.

Nicorette

nicotine polacrilex gum, 2 mg • stop smoking aid

BONUS PACK

20% MORE FREE

120

180 PIECES,

2 mg EACH

To remove the gum, peel off backing, leaving at least 1/2 inch of gum.

To remove single unit, peel off backing, leaving at least 1/2 inch of gum.

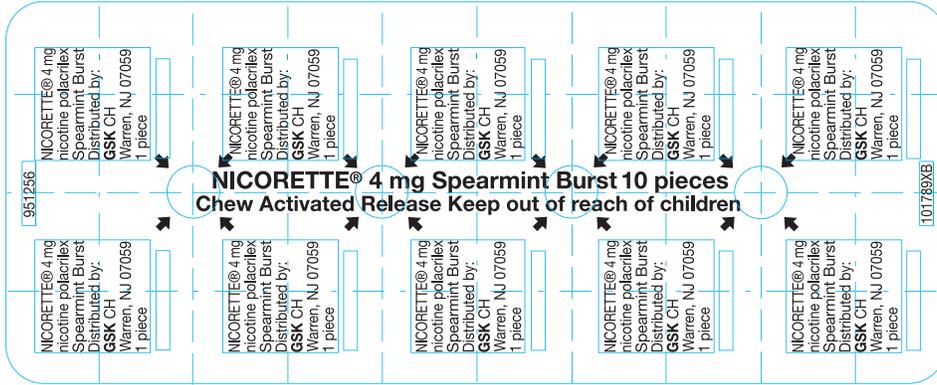
To remove center with gum, peel off backing, leaving at least 1/2 inch of gum.

TO INCREASE YOUR SUCCESS IN QUITTING:

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

OPEN HERE

GSK Regulatory Spec Box		Verified Date: 8/24/17
Drug Facts Info		
Drug Facts (Title)	Font Name: Helvetica Neue 76 Bold Italic	14 point type
Drug Facts (continued)	Font Name: Helvetica Neue 76 Bold Italic/Helvetica Neue 57 Condensed	8.5 point type
Headings	Font Name: Helvetica Neue 76 Bold Italic	8.5 point type
Subheading	Font Name: Helvetica Neue 77 Bold Condensed	6.5 point type
Body text	Font Name: Helvetica Neue 57 Condensed/ Helvetica Neue 77 Bold Condensed	6.5 point type
Bullets	Font Name: Helvetica Neue 55 Roman	5.0 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: 100%
Leading (Minimum space in body copy of Drug Facts)	6.75 pt.	Maximum Characters/Inch: 30
Barlines	1.5 pt.	Hairlines 0.5 pt.
Primary Display Panel Info		
Font size of Net Wt/Contents (Smallest character height in inches)		0.1413 in.
PDP dimensions (in square inches)		23.02 sq. in.
Font size of Statement of Identity (If not live text, to be measured in Helvetica capital "M")		V 16.11 pt. H N/A
Font size of Logo/Largest Copy on PDP (If not live text, to be measured in Helvetica capital "M")		V 63.56 pt. 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 25% H N/A



(b) (4)

GlaxoSmithKline

(b) (4)

APPROVALS

PLEASE CHECK ONE:

Artwork

Prepress

Copy

NAME

DATE

NAME

DATE

NO COPY AREA

EAS Tagged



Nicorette
Spearmint Burst Gum
with a hint of chamomile

■ 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

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

Distributed by
GSK Consumer Healthcare
Warren, NJ 07059
Made in Sweden

©2017 GSK group of companies or its licensor.

Trademarks are owned by or licensed to the GSK group of companies.

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

17-037CHFS

Drug Facts

Active ingredient (in each chewing piece) Nicotine polacrilex (equal to 4 mg nicotine) **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
• 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
• 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.

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

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
• before using this product, read the enclosed User's Guide for complete directions and other important information
• begin using the gum on your quit day
• if you smoke your first cigarette more than 30 minutes after waking up, use 2 mg nicotine gum
• if you smoke your first cigarette within 30 minutes of waking up, use 4 mg nicotine gum 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. If you feel you need to use the gum for a longer period to keep from smoking, talk to your health care provider.

Lot:
Exp:

THEFT SURVEILLANCE TAG AREA

PLACE ANTI-THEFT STICKER HERE

Drug Facts (continued)

Other information

• each piece contains:
calcium 94 mg, sodium 13 mg
• 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, flavors, gum base, hypromellose, magnesium oxide, menthol, peppermint oil, polysorbate 80, sodium carbonate, sucralose, titanium dioxide, xylitol

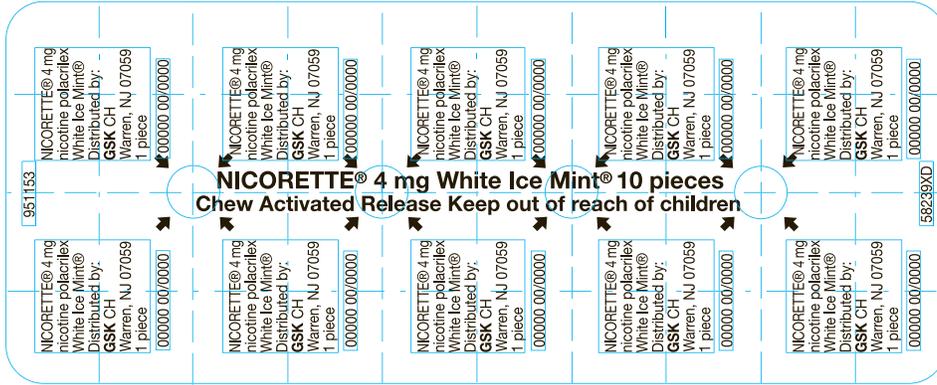
Questions or comments?
call toll-free 1-800-419-4766

Nicorette
Spearmint Burst Gum
with a hint of chamomile

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

OPEN HERE

GSK Regulatory Spec Box		Verified Date: 8/28/17
Drug Facts Info		
Drug Facts (Title)	Font Name: Helvetica Neue 76 Bold Italic	14 point type
Drug Facts (continued)	Font Name: Helvetica Neue 76 Bold Italic / Helvetica Neue 57 Condensed	8.5 point type
Headings	Font Name: Helvetica Neue 76 Bold Italic	8.5 point type
Subheading	Font Name: Helvetica Neue 77 Bold Condensed	6.5 point type
Body text	Font Name: Helvetica Neue 57 Condensed / Helvetica Neue 77 Bold Condensed	6.5 point type
Bullets	Font Name: Helvetica Neue 55 Roman	5.0 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: 100%
Leading (Minimum space in body copy of Drug Facts)	6.75 pt.	Maximum Characters/Inch: 32
Barlines	1.5 pt.	Hairlines 0.5 pt.
Primary Display Panel Info		
Font size of Net Wt/Contents (Smallest character height in inches)	0.1413 in.	
PDP dimensions (in square inches)	23.02 sq. in.	
Font size of Statement of Identity (If not live text, to be measured in Helvetica capital "M")	V 16.11 pt.	H N/A
Font size of Logo/Largest Copy on PDP (If not live text, to be measured in Helvetica capital "M")	V 63.56 pt.	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 25%	H N/A



(b) (4)

(b) (4)

GlaxoSmithKline

APPROVALS

PLEASE CHECK ONE:

Artwork Prepress Copy

NAME

DATE

NAME

DATE

NO COPY AREA

000000

000000

000000

000000

Drug Facts

Active ingredient (in each chewing piece) Nicotine polacrilex (equal to 4 mg nicotine)	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

- 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
- 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.

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

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
- before using this product, read the enclosed User's Guide for complete directions and other important information
- begin using the gum on your quit day
- if you smoke your first cigarette more than 30 minutes after waking up, use 2 mg nicotine gum
- if you smoke your first cigarette within 30 minutes of waking up, use 4 mg nicotine gum 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. If you feel you need to use the gum for a longer period to keep from smoking, talk to your health care provider.

000000

000000

000000

000000

EAS Tagged

3 0000-0000-00 1

Nicorette
White Ice Mint Gum

■ 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

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

Distributed by
GSK Consumer Healthcare
 Warren, NJ 07059
 Made in Sweden
 © 2017 GSK group of companies or its licensor.

Trademarks are owned by or licensed to the GSK group of companies.
 For more information and for a FREE individualized stop smoking program, please visit www.Nicorette.com or see inside for more details.

17-033CHF5

Nicorette
White Ice Mint Gum

Nicorette

nicotine polacrilex gum, 4 mg • stop smoking aid

Gum

BONUS PACK

20% MORE FREE

Coated

FOR BOLD FLAVOR

White Ice Mint

4 mg

FOR THOSE WHO SMOKE WITHIN 30 MINUTES OF WAKING UP.

If you smoke your first cigarette MORE THAN 30 MINUTES after waking up, use Nicorette 2 mg Gum.

120 100 PIECES, 4 mg EACH

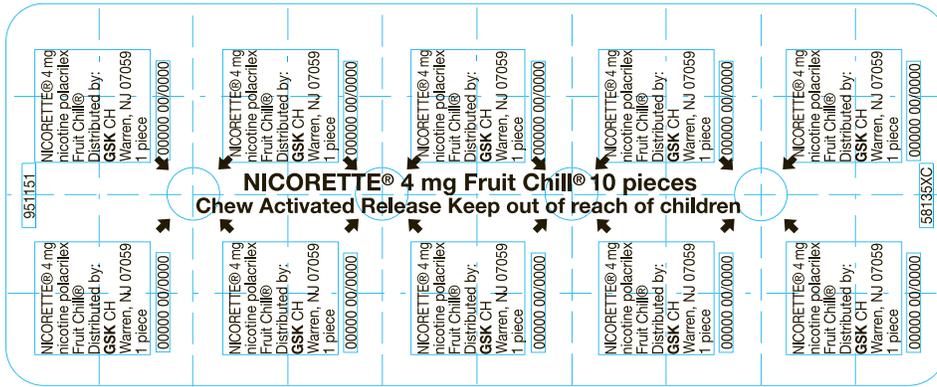
120 100 PIECES, 4 mg EACH

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

To remove the gum from the blister, peel off backing.
 To remove the gum, chew at face edge.
 To remove the gum, push through hole.

OPEN HERE

GSK Regulatory Spec Box		Verified Date: 8/24/17
Drug Facts Info		
Drug Facts (Title)	Font Name: Helvetica Neue 76 Bold Italic	14 point type
Drug Facts (continued)	Font Name: Helvetica Neue 76 Bold Italic/Helvetica Neue 57 Condensed	8.5 point type
Headings	Font Name: Helvetica Neue 76 Bold Italic	8.5 point type
Subheading	Font Name: Helvetica Neue 77 Bold Condensed	6.5 point type
Body text	Font Name: Helvetica Neue 57 Condensed/ Helvetica Neue 77 Bold Condensed	6.5 point type
Bullets	Font Name: Helvetica Neue 55 Roman	5.0 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: 100%
Leading (Minimum space in body copy of Drug Facts)	6.75 pt.	Maximum Characters/Inch: 30
Barlines	1.5 pt.	Hairlines 0.5 pt.
Primary Display Panel Info		
Font size of Net Wt/Contents (Smallest character height in inches)		0.1413 in.
PDP dimensions (in square inches)		23.02 sq. in.
Font size of Statement of Identity (If not live text, to be measured in Helvetica capital "M")		V 16.11 pt. H N/A
Font size of Logo/Largest Copy on PDP (If not live text, to be measured in Helvetica capital "M")		V 63.56 pt. 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 25% H N/A



(b) (4)

GlaxoSmithKline

APPROVALS

PLEASE CHECK ONE:

Artwork

Prepress

Copy

NAME

DATE

NAME

DATE

NO COPY AREA

EAS Tagged



3 0000-0000-00 1

Nicorette
Fruit Chill Gum

■ 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

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

Distributed by
GSK Consumer Healthcare
Warren, NJ 07059
Made in Sweden

©2017 GSK group of companies or its licensor.

Trademarks are owned by or licensed to the GSK group of companies.

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

17-035CHF5

Drug Facts

Active ingredient (in each chewing piece) Nicotine polacrilex (equal to 4 mg nicotine) **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
• 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
• 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.

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

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
• before using this product, read the enclosed User's Guide for complete directions and other important information
• begin using the gum on your quit day
• if you smoke your first cigarette more than 30 minutes after waking up, use 2 mg nicotine gum
• if you smoke your first cigarette within 30 minutes of waking up, use 4 mg nicotine gum 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. If you feel you need to use the gum for a longer period to keep from smoking, talk to your health care provider.

Drug Facts (continued)

Other information
• each piece contains:
• calcium 94 mg, sodium 13 mg
• 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

Lot: _____
Exp: _____

THEFT SURVEILLANCE TAG AREA

PLACE ANTI-THEFT STICKER HERE

Nicorette
Fruit Chill Gum

Nicorette
nicotine polacrilex gum, 4 mg • stop smoking aid
Gum
Coated FOR BOLD FLAVOR
Fruit Chill
120 mg
FOR THOSE WHO SMOKE THEIR FIRST CIGARETTE WITHIN 30 MINUTES OF WAKING UP.
If you smoke your first cigarette MORE THAN 30 MINUTES after waking up, use Nicorette 2 mg gum.
120 mg, 180 PIECES, 4 mg EACH

20% MORE FREE BONUS PACK
120 mg, 180 PIECES, 4 mg EACH

TO INCREASE YOUR SUCCESS IN QUITTING:

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

1. To remove the gum, peel off the backing, leaving at least 1/2 inch of gum.
2. To remove the gum, peel off the backing, leaving at least 1/2 inch of gum.
3. To remove the gum, peel off the backing, leaving at least 1/2 inch of gum.
4. To remove the gum, peel off the backing, leaving at least 1/2 inch of gum.

OPEN HERE

GSK Regulatory Spec Box		Verified Date: 8/24/17
Drug Facts Info		
Drug Facts (Title)	Font Name: Helvetica Neue 76 Bold Italic	14 point type
Drug Facts (continued)	Font Name: Helvetica Neue 76 Bold Italic/Helvetica Neue 57 Condensed	8.5 point type
Headings	Font Name: Helvetica Neue 76 Bold Italic	8.5 point type
Subheading	Font Name: Helvetica Neue 77 Bold Condensed	6.5 point type
Body text	Font Name: Helvetica Neue 57 Condensed/ Helvetica Neue 77 Bold Condensed	6.5 point type
Bullets	Font Name: Helvetica Neue 55 Roman	5.0 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: 100%
Leading (Minimum space in body copy of Drug Facts)	6.75 pt.	Maximum Characters/Inch: 30
Barlines	1.5 pt.	Hairlines 0.5 pt.
Primary Display Panel Info		
Font size of Net Wt/Contents (Smallest character height in inches)		0.1411 in.
PDP dimensions (in square inches)		23.02 sq. in.
Font size of Statement of Identity (If not live text, to be measured in Helvetica capital "M")		V 16.11 pt. H N/A
Font size of Logo/Largest Copy on PDP (If not live text, to be measured in Helvetica capital "M")		V 63.56 pt. 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 25.3% H N/A

