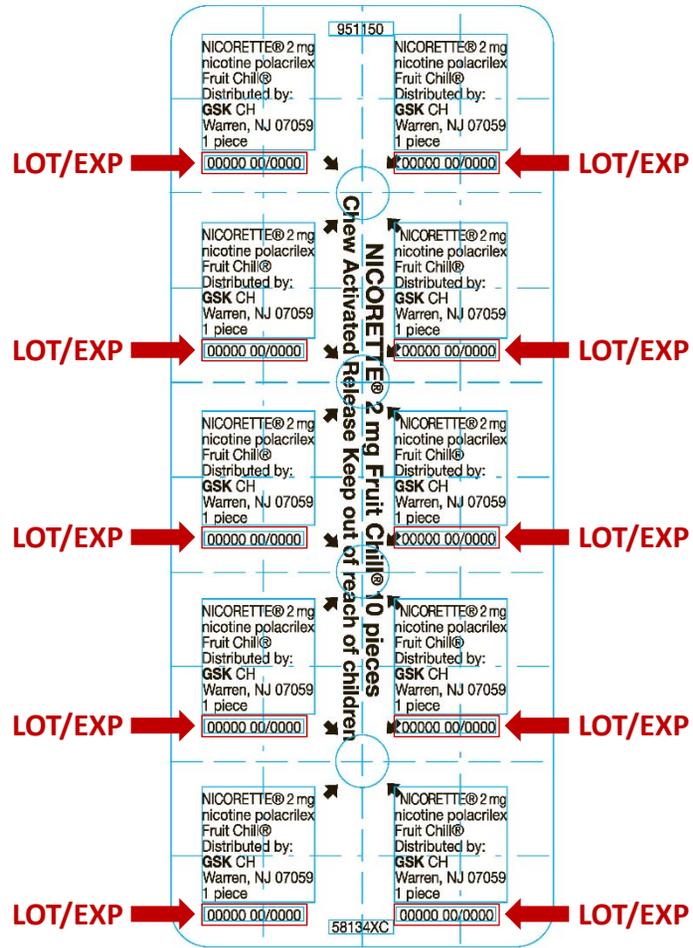
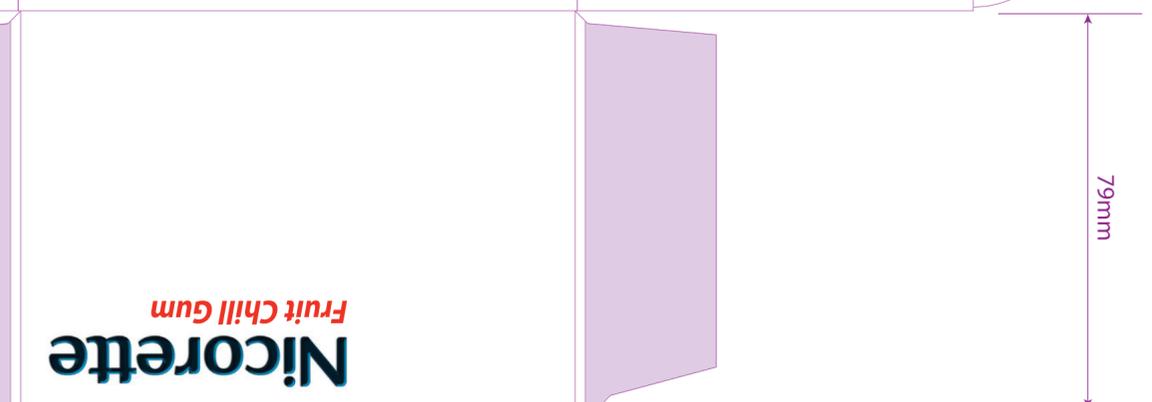
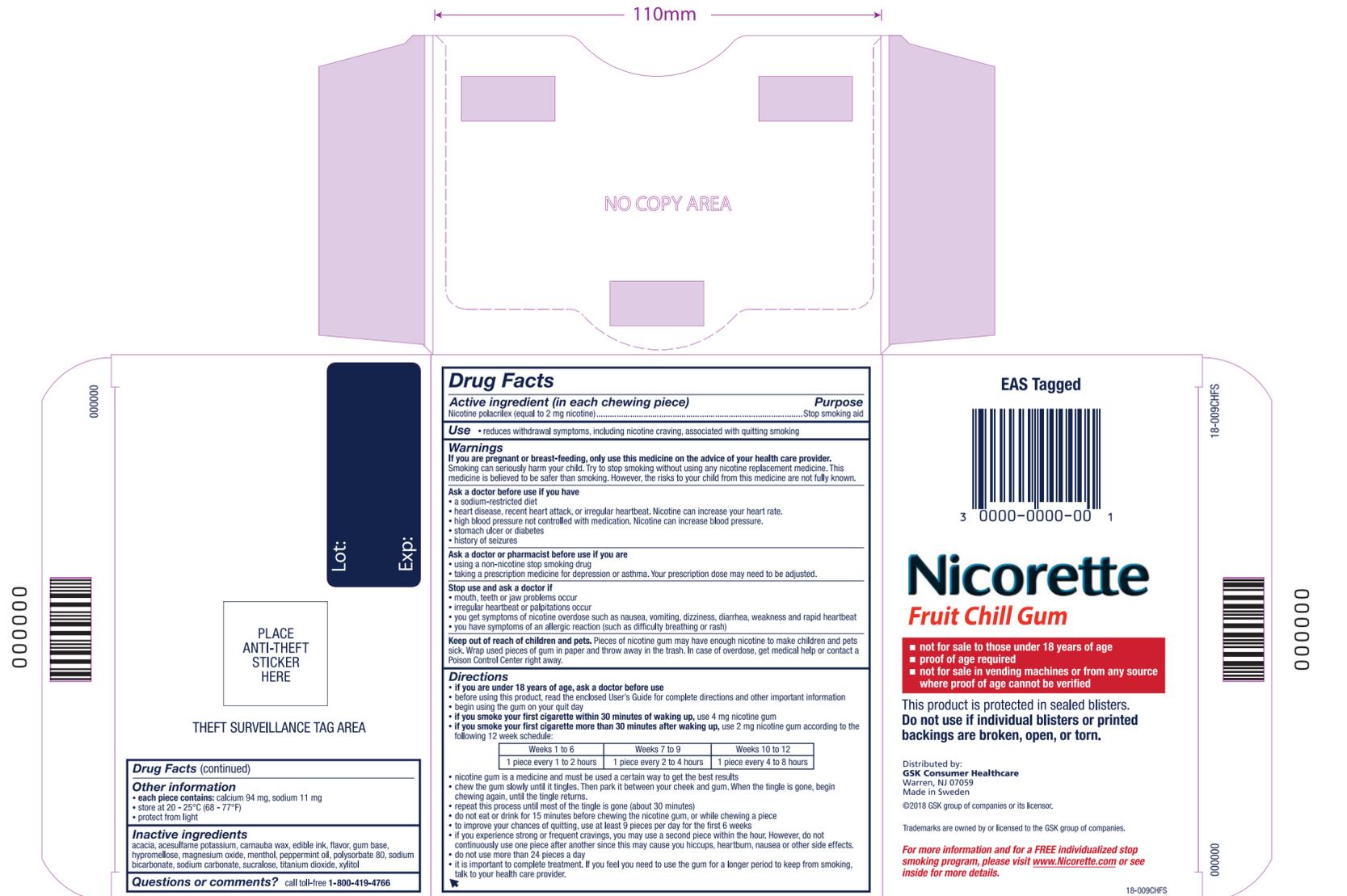


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PDP dimensions (in square inches)		23.0 sq. in.
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GSK Regulatory Spec Box		Verified Date: 4/30/18
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Subheadings	Font Name: Helvetica Neue LT Std 77 Bold Condensed	6.50 point type
Body text	Font Name: Helvetica Neue LT Std 77 Bold Condensed/Helvetica Neue LT Std 57 Condensed	6.50 point type
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Tracking	0	Horizontal Scale: 100%
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--- NO VARNISH AREAS

PLACE ANTI-THEFT STICKER HERE

THEFT SURVEILLANCE TAG AREA

Drug Facts (continued)

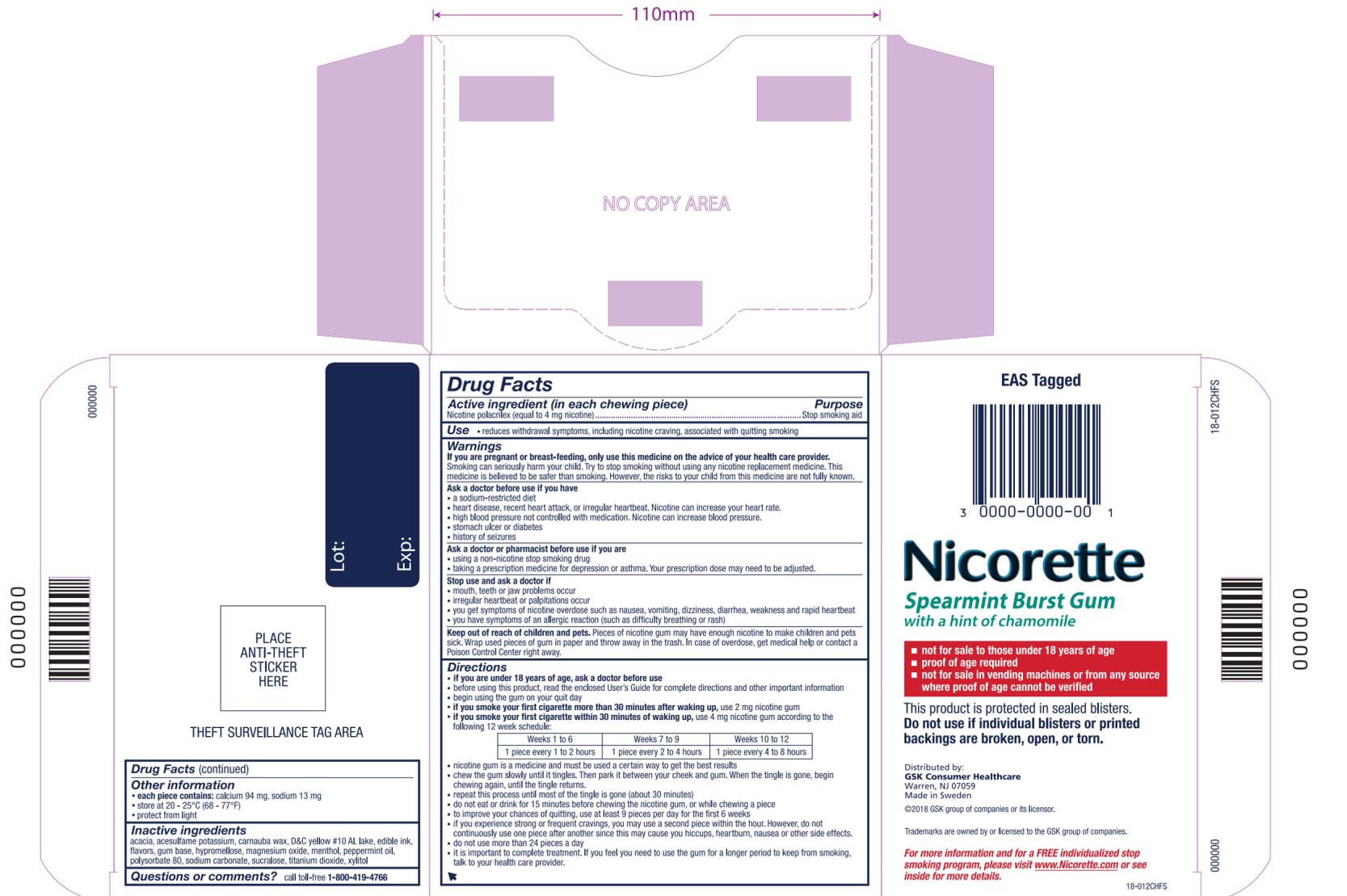
Other information

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

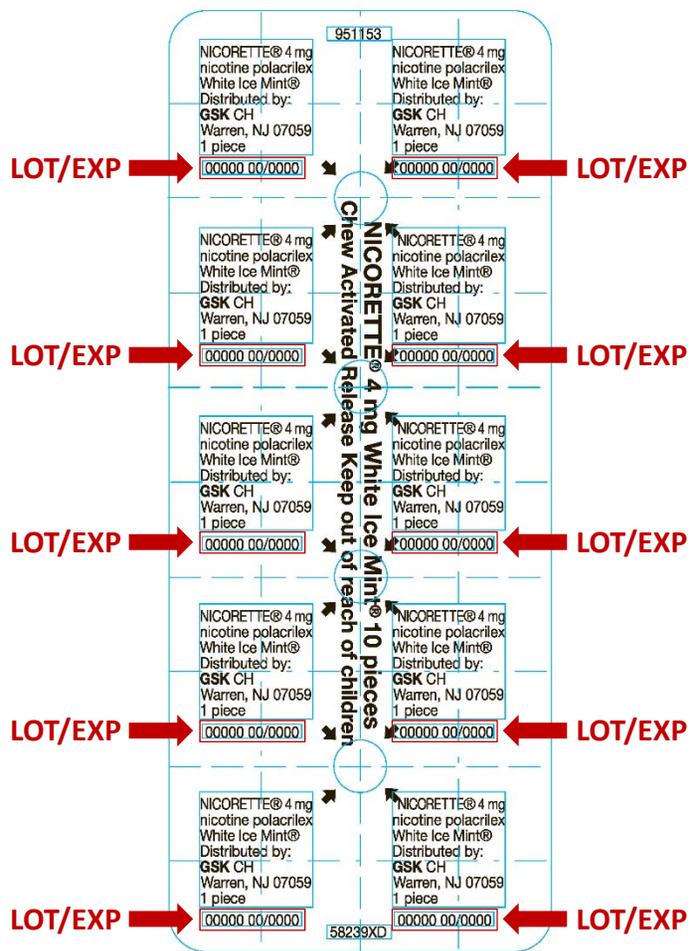
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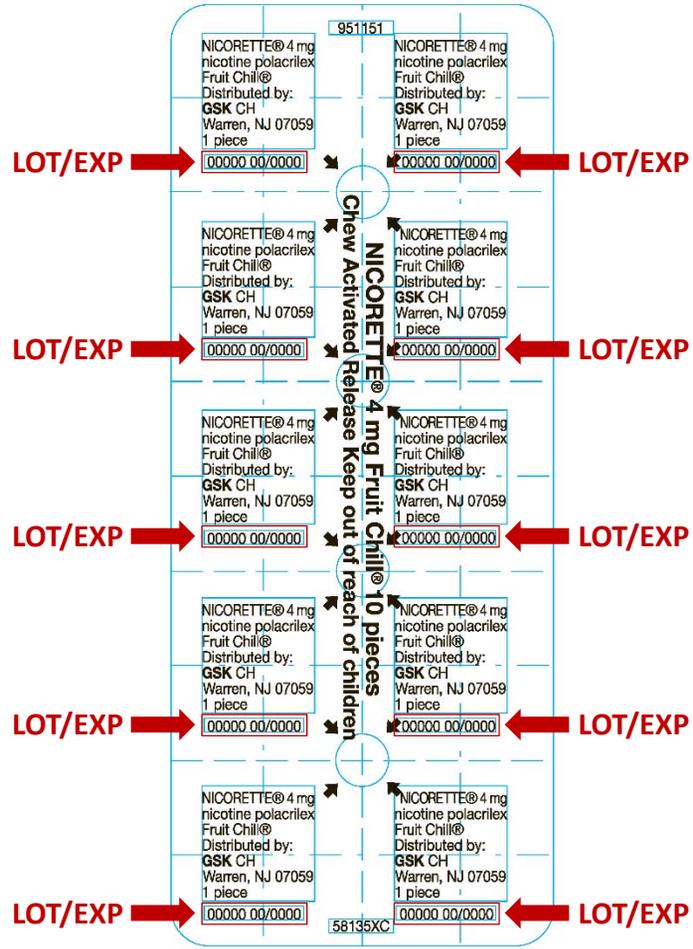
acacia, acesulfame potassium, carnauba wax, edible ink, flavor, gum base, hypromellose, magnesium oxide, menthol, peppermint oil, polyacrylate 80, sodium bicarbonate, sodium carbonate, sucralose, titanium dioxide, xylitol

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



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Subheadings	Font Name: Helvetica Neue LT Std 77 Bold	6.50 point type
Body text	Font Name: Helvetica Neue LT Std 77 Bold Condensed/Helvetica Neue LT Std 57 Condensed	6.50 point type
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FRONT VIEW

HOW TO USE NICORETTE® GUM TO HELP YOU QUIT SMOKING.

Nicorette®

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

KEYS TO SUCCESS.

- 1) You must really want to quit smoking for **Nicorette®** Gum to help you.
- 2) You can greatly increase your chances for success by using at least 9 to 12 pieces every day when you start using **Nicorette** Gum. See chart on back side of User's Guide.
- 3) You should continue to use **Nicorette** Gum as explained in this User's Guide for 12 full weeks. If you feel you need to use **Nicorette** Gum for a longer period to keep from smoking, talk to your health care provider.
- 4) **Nicorette** Gum works best when used together with a support program — see information below for instructions on enrollment in the Committed Quitters® Individualized Stop Smoking Program.
- 5) If you have trouble using **Nicorette** Gum, ask your doctor or pharmacist or call GlaxoSmithKline at 1-800-419-4766.

SO YOU DECIDED TO QUIT.

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

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



QUITTING SMOKING IS HARD!

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

WHERE TO GET HELP.

You are more likely to stop smoking by using **Nicorette** Gum 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 of this User's Guide.

If you find you cannot stop smoking or if you start smoking again after using **Nicorette** Gum, remember breaking this addiction doesn't happen overnight. You may want to talk to a health care professional who can help you improve your chances of quitting the next time you try **Nicorette** Gum 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 on the bottom left of this User's Guide. Carry this card with you. In difficult moments, when you want to smoke, the card will remind you why you are quitting.

WHAT YOU'RE UP AGAINST.

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

SOME 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

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

LET'S GET STARTED.

Becoming a non-smoker starts today. First, check that you bought the right starting dose. **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.** Next, read through the entire User's Guide carefully. Then, set your personalized quitting schedule. Take out a calendar that you can use to track your progress, and identify four dates, using the reminders on the bottom left of this User's Guide:

STEP 1 (Weeks 1-6).

Your quit date (and the day you'll start using Nicorette® Gum). Choose your quit date (it should be soon). This is the day you will begin using **Nicorette** Gum to satisfy your cravings for nicotine. For the first six weeks, you'll use a piece of **Nicorette** Gum every hour or two. Be sure to read the HOW TO USE NICORETTE GUM section. Place the Step 1 reminder on this date.

STEP 2 (Weeks 7-9).

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

STEP 3 (Weeks 10-12).

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

End of treatment.

The day you'll complete Nicorette® Gum therapy. Identify the date thirteen weeks after the date you chose in Step 1, and place the "EX-SMOKER" reminder on your calendar.

PLAN AHEAD.

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

- Keep the phone numbers of supportive friends and family members handy.
- Keep a record of your quitting process. Track the number of **Nicorette** Gum pieces you use each day, and whether you feel a craving for cigarettes. In the event that you slip, immediately stop smoking and resume your quit attempt with the **Nicorette** Gum program.
- Put together an Emergency Kit that includes items that will help take your mind off occasional urges to smoke. Include cinnamon gum or lemon drops to suck on, a relaxing CD, and something for your hands to play with, like a smooth rock, rubber band, or small metal balls.
- Set aside some small rewards, like a new magazine or a gift certificate from your favorite store, which you'll "give" yourself after passing difficult hurdles.
- Think now about the times when you most often want a cigarette, and then plan what else you might do instead of smoking. For instance, you might plan to take your coffee break in a new location, or take a walk right after dinner, so you won't be tempted to smoke.

HOW NICORETTE® GUM WORKS.

Nicorette Gum's sugar-free chewing pieces provide nicotine to your system — they work as a temporary aid to help you quit smoking by reducing nicotine withdrawal symptoms. **Nicorette** Gum provides a lower level of nicotine to your blood than cigarettes, and allows you to gradually do away with your body's need for nicotine. Because **Nicorette** Gum does not contain the tar or carbon monoxide of cigarette smoke, it does not have the same health dangers as tobacco. However, it still delivers nicotine, the addictive part of cigarette smoke. Nicotine can cause side effects such as headache, nausea, upset stomach, and dizziness.

HOW TO USE NICORETTE® GUM.

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

BACK VIEW

WALLET CARD

WHERE TO CALL FOR HELP:

- American Lung Association
1-800-586-4872
- American Cancer Society
1-800-227-2345
- American Heart Association
1-800-242-8721

WEEK ONE

The toughest hurdle — your first week without Nicorette® Gum — is the toughest. Remind yourself that it will get easier.

4. Think positive! The first week is the toughest. Stay active. Keep busy to take your mind off smoking. Stay active. Keep busy to take your mind off smoking. Stay active. Keep busy to take your mind off smoking.

3. Stay active. Keep busy to take your mind off smoking. Stay active. Keep busy to take your mind off smoking. Stay active. Keep busy to take your mind off smoking.

2. Get rid of all signs that you ever smoked — at least 9 to 12 pieces every day when you start using **Nicorette** Gum.

1. Control your physical cravings for nicotine. Use enough — you can greatly increase your chances for success by using at least 9 to 12 pieces every day when you start using **Nicorette** Gum.

How To Survive the First Week:

Quitting Tips

WHAT TO EXPECT.

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

After A Week Or Two.

After a week or two, you should be feeling more confident that you can handle those smoking urges. Many of your withdrawal symptoms have left by now, and you're starting to feel like a non-smoker.

GOOD LUCK!

Discontinue your cigarettes, forgive yourself and then get yourself 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.

6. What if I slip up?

Discard your cigarettes, forgive yourself and then get yourself 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.

5. Nicorette® Gum more expensive than smoking?

The total cost of **Nicorette** Gum for the twelve week program is about equal to what a person who smokes one and a half packs of cigarettes a day would spend on cigarettes for the same period. The cost of smoking is a long-term cost, because of the health problems smoking causes.

4. Will I gain weight?

You will make in your overall health and attractiveness. 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.

3. Can I hurt by using Nicorette® Gum?

For most adults, the amount of nicotine in the gum is less than from smoking. Some people will be sensitive to even this amount of nicotine and should not use this product without advice from their doctor. Check the SOME IMPORTANT WARNINGS section on the front of this User's Guide.

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

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

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

The goal of using **Nicorette** Gum is to slowly reduce your dependence on nicotine. The schedule for using **Nicorette** Gum will help you reduce your nicotine craving gradually as you reduce and then stop your use of cigarettes. You have some tips to help you cut back during each step of the program.

HOW TO REDUCE YOUR NICORETTE® GUM USAGE.

However, you do not continuously use or other side effects, since this may cause you to hiccup, heartburn, nausea or other side effects, you may use a second piece within the hour.

DO NOT USE MORE THAN 24 PICES PER DAY.

The following chart lists the recommended usage schedule for **Nicorette®** Gum:

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

QUESTIONS & ANSWERS.

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GOOD LUCK!

Discontinue your cigarettes, forgive yourself and then get yourself 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.

PLACE THESE REMINDERS ON YOUR CALENDAR:

AT THE BEGINNING OF WEEK #1 (QUIT DATE)

AT THE BEGINNING OF WEEK #7

STEP 1
1 piece every 1 to 2 hours

STEP 2
1 piece every 2 to 4 hours

STEP 3
1 piece every 4 to 8 hours

EX-SMOKER

AT THE BEGINNING OF WEEK #10

12 WEEKS AFTER QUIT DATE

A Personal Invitation to Join brought to you by

Nicorette® Gum

FREE ENROLL NOW!

Having a Plan Will Help You Quit

Nicorette Committed Quitters® is a FREE custom-tailored 12-week program to help you break your psychological addiction to smoking — while **NICORETTE®** GUM fights the physical addiction. To get your plan, call toll free 1-800-770-0708 or visit us on the Web at: www.committedquitters.com.

WHEN YOU CALL: You will be asked a few questions to understand YOU and YOUR specific needs.

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

To Enroll Call Now 1-800-770-0708 or enroll online at www.committedquitters.com

Your Plan Will Contain:

- Week 1:** 12-week stop smoking plan
- Week 2:** Newsletter with stories from other successful quitters
- Week 3:** Motivational postcard
- Week 6:** More tips on quitting
- Week 9:** Congratulations Packet
- Week 12:** Award Certificate

The Committed Quitters® program is a plan specifically individualized for you.

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

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WALLET CARD

My most important reasons to quit smoking are:

Nicorette®
nicotine polacrilex gum
2 mg and 4 mg User's Guide
Gum

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THERESA M MICHELE
11/14/2018