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PRESS RELEASE

GET FRUITY THIS SUMMER AND QUIT WITH NEW NICORETTE* FRESHFRUIT GUM

Nicorette have launched Freshfruit Gum to help the 2.8 million smokers who plan to use the smokefree legislation as a motivator to stop smoking.¹

The makers of nicorette developed Freshfruit Gum in response to customer demand for a fruity nicotine replacement gum that tantalises the taste buds and provides fast craving relief. In taste tests comparing nicorette Freshfruit Gum with other brands it was rated the best tasting (4mg) fruit gum by 8 out of 10 smokers and overall preferred gum.²

Freshfruit Gum provides a uniquely double coated, sugar free shell that locks in a great fruit taste for longer; 77% of participants in the taste tests said they still liked the flavour after five minutes.²

As well as doubling smokers' chances of giving up successfully compared to just willpower alone,³ nicorette gum has also been shown to help women reduce the weight gain often experienced when giving up.⁴

Ben Peters, Marketing Manager for Nicorette at Pfizer Consumer Health Products Company commented: "Nicorette Freshfruit Gum is the latest, best tasting fruit gum from nicorette. With its crispy coating and long-lasting, fresh flavour, nicorette Freshmint offers a fast and flexible way to beat cravings."

'Chew-park-chew': unlike confectionery gum, nicotine gum should not be chewed continuously. Instead, a piece of gum should be chewed slowly, releasing the nicotine from the gum, until there is a pronounced taste in the mouth. The gum should then be "parked" between the cheek and gum to allow the nicotine to be absorbed into the bloodstream, through the lining of the mouth.

Nicorette Freshfruit Gum (2mg and 4mg) is available on prescription and OTC in pharmacies and is also included in the General Sales List (GSL) for sale in non-pharmacy outlets, including supermarkets (Nicorette Freshfruit Gum 2mg (30) pack RRP £5.69).

Nicorette provides smokers with the widest range of NRT formats allowing treatment to be tailored to each of their customers' needs. Individuals using nicorette gum can choose to stop in one of two ways; abruptly or to cut down then stop, with nicorette supporting them at every stage along the way.

– Ends –

For further information please contact the nicorette press office:

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References

1. No Smoking Day survey conducted by GfK NOP with 2,000 UK respondents, Feb 2007
2. Evaluation of new fruit flavoured nicorette gum. 2006
3. Garvey AJ. et al. "Effects of nicotine gum dose by level of nicotine dependence". Nicotine Tob. Res. 2000; 2: 53-63.
4. Leischow SJ. et al. "Effects of Differing Nicotine-Replacement Doses on Weight Gain After Smoking Cessation". Arch. Fam. Med. 1992; 1(2) 233-7.

*Contains Nicotine. Requires Willpower. Always read the label.