

PRESS RELEASE

For immediate release

Nicorette launches the best tasting fruit flavoured nicotine gum.....Freshfruit!

Nicorette has launched an exciting fruit flavoured nicotine gum, rated the best tasting (4mg) fruit gum by 8 out of 10 smokers!¹ This is the first new flavour launch from the number one selling gum brand² since Freshmint in 2004. As part of a £4 million launch campaign, nicorette is giving away over a million Freshfruit Gum samples (placebo gum) over the summer, so demand is expected to be high. New Freshfruit Gum provides grocers and pharmacists with an exciting flavoured gum their customers can really enjoy. Ahead of smoke free legislation in England on 1st July Freshfruit Gum will help drive sales by increasing compliance because the great taste helps customers remain committed to their quit attempt.

Seventy percent of nicotine gum users would use more gum if it had an enjoyable taste and texture.³ So the makers of nicorette developed Freshfruit, a nicotine gum that both tantalises taste buds and provides fast craving relief. Taste tests showed;

- Eighty percent of participants liked Freshfruit Gum (4mg).¹
- Freshfruit Gum provides a uniquely double coated, sugar free shell that locks in a great fruit taste for longer; seventy percent of participants said they still liked the flavour after five minutes.¹
- Nearly half of participants said Freshfruit Gum would help them stop smoking.¹
- Over half the participants said they would be interested in purchasing Freshfruit Gum in the future.¹

Nicorette provides smokers with the widest range of NRT formats including 16 hour Patch, Inhalator, Microtab and Nasal Spray, as well as gum, allowing treatment to be tailored to each smoker. New Freshfruit Gum is another option for pharmacists and grocers to offer customers. It's also the only fruit gum available to help your customers cut down gradually and then stop. Because your customers can take up to 9 months to stop smoking completely with this method, it is important to have a variety of flavours available.

The UK's nicotine over the counter gum market is worth £40.8 million and continues to grow strongly with nicorette already accounting for 68.1% of that market. Following the great success of nicorette's first coated Gum, Freshmint, which accounts for 30% alone,² the exciting launch of

Freshfruit will help drive the sales of coated gum further at a time when 2.8 million smokers are anticipated to stop smoking.⁴

To support this launch the makers of nicorette Freshfruit Gum are investing over £4million in promotional activities including; TV advertisements, outdoor advertising, an online campaign and trade advertising.

For more information on stocking nicorette please call Pfizer Consumer Healthcare Products Company customer services – Tel:01737 332 255.

*Contains nicotine. Requires willpower. Always read the label.

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For further information please contact the nicorette Press Office:

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References

1. Evaluation of new fruit flavoured nicorette gum. 2006
2. IRI Data 52 w/e 24th Feb 2007 (value sales)
3. TNS survey nicorette phonebus survey 5-7 March 2004
4. Data from a survey commissioned by the charity ‘No Smoking Day’ and launched on No Smoking Day 2006

Nicorette Gum Product Information.

Presentation: Nicorette 4mg gum and Nicorette 2mg gum contain 4mg and 2mg of nicotine respectively in a chewing gum base. Original, Mint, Freshmint and Freshfruit flavours. **Uses:** Relief of nicotine withdrawal symptoms as an aid to smoking cessation. Used to help smokers ready to stop smoking immediately and also smokers who need to cut down their cigarette use before stopping.

Dosage: Adults (over 18 years): No more than 15 pieces of gum should be used each day. Use when there is an urge to smoke. Patients smoking 20 or less a day should use 2mg gum. Those smoking more than 20 should use 4mg gum. Each piece should be chewed slowly for about 30 minutes. *Smoking cessation:* Patients should stop smoking during treatment. After up to 3 months ad libitum dosage, Nicorette gum use should be gradually reduced. Those who use NRT beyond 9 months should consult a healthcare professional. *Smoking reduction:* Use the gum between smoking episodes to reduce smoking. A quit attempt should be made as soon as the smoker feels ready but no

later than 6 months. Professional advice should be sought if no reduction in 6 weeks or no quit attempt in 9 months. **Adolescents (12 to 18 years):** No more than 15 pieces of gum should be used each day. *Smoking cessation:* After 8 weeks ad libitum dosage, reduce gum use over 4 weeks. If not stopped by 12 weeks, a healthcare professional should be consulted. *Smoking reduction:* Only after consulting a healthcare professional. **Under 12 years:** Not recommended. **Contraindications:** Hypersensitivity. **Precautions:** Denture wearers, GI disease, unstable cardiovascular disease, diabetes mellitus, uncontrolled hyperthyroidism, pheochromocytoma, renal or hepatic impairment. Stopping smoking may alter the metabolism of certain drugs. Transferred dependence is rare and less harmful and easier to break than smoking dependence. May enhance the haemodynamic effects of, and pain response to, adenosine. Keep out of reach and sight of children and dispose of with care. **Pregnancy & lactation:** Only after consulting a healthcare professional. **Side effects:** Headache, sore mouth or throat, jaw-muscle ache, GI discomfort, hiccups, nausea, vomiting, dizziness, erythema, urticaria, palpitations, allergic reactions, reversible atrial fibrillation. See SPC for further details. **RRP (ex VAT):** 2mg gum (30) £3.25, (105) £8.89, (210) £14.82; 4mg gum (30) £3.99, (105) £10.83, (210) £18.24. **Legal category:** GSL. **PL numbers:** Original 2mg 00032/0248, 4mg 0032/0249; Mint 2mg 0032/0250, 4mg 0032/0251; Freshmint 2mg 0032/0283, 4mg 0032/0295, Freshfruit 2mg 15513/0136, 4mg 15513/0137 **PL holder:** Pharmacia Ltd. Ramsgate Rd, Sandwich, Kent. CT13 9NJ. **Date of preparation:** March 2007.