

**PRESS RELEASE**

**4 June 2007**

**“Pint of lager, white wine spritzer and..... a pack of nicorette Freshmint Gum please”**

Falling off the no-smoking wagon because of impulse cravings, may become a thing of the past as nicorette has made the nation's No. 1 selling nicotine replacement therapy (NRT) gum<sup>1</sup> even more accessible. Freshmint Gum can now be bought on impulse in the places where recently-quit individuals feel a strong temptation to buy cigarettes – pubs, newsagents, off-licences and garages. With most smokers making five to seven attempts to stop before they finally succeed,<sup>2</sup> there is even less opportunity to succumb to cravings as Freshmint Gum can now be bought in temptation hot spots instead of cigarettes.

Also, about half of all attempts to stop smoking are made on impulse.<sup>3</sup> Now that nicorette's Freshmint Gum is more easily accessible, if a smoker decides that they want to quit right away, they can pick up a pack of nicorette Freshmint Gum to manage their cravings during their quit attempt.

“As the introduction of smokefree legislation in England draws closer, we're making our bestselling nicorette Freshmint Gum available for sale alongside cigarettes at a similar price (nicorette Freshmint Gum 10 pack RRP £2.49) so that recently-quit smokers can manage their cravings. This is another great incentive for more individuals to choose to double their chances of quitting by using nicorette compared to just willpower alone,” said Ben Peters, Marketing Manager for nicorette at Pfizer Consumer Health Products Company.

Stopping smoking remains the single most important thing a person can do to improve their health and with its crispy coating and long-lasting, fresh flavour, nicorette Freshmint Gum offers a fast and flexible way to beat cravings. Taste tests comparing nicorette Freshmint with other selected gum brands found Freshmint to be the overall preferred gum,<sup>4</sup> with its fresh flavour lasting longer than any other.<sup>4</sup>

For over 25 years, nicorette has supported approx 60 million smokers worldwide in their efforts to quit smoking.<sup>5</sup> Nicorette continues to help smokers during the launch of smokefree legislation as the provider of the widest range of NRT formats, different ways to stop smoking – an abrupt stop or Cut Down then Stop and psychological support, which can suit the needs and lifestyles of each individual smoker.

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

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