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Nicorette (nicotine) Freshmint Gum now available as handy pack

In advance of the upcoming smokefree legislation new handy packs of nicorette gum (contains 10 Freshmint Gums) are now widely on sale to provide craving relief for people wishing to quit smoking. The packs can be bought on impulse where smokers have traditionally bought cigarettes. New outlets include service stations, garages, off licences and newsagents.

The makers of nicorette, the UK's No.1 selling NRT brand have listened to customers' concerns about needing to buy nicorette on impulse. Now with the newly available Handy Pack customers can help satisfy their cravings whenever they strike.

Cigarette sales in other countries with the smokefree legislation in place have gone down by 10-15%.^{1,2,3,4} Retailers who are concerned about the smokefree legislation impacting on their cigarette sales now have a solution, as 97% of all smokers tried to quit in the past⁵ and 70% want to quit.⁶ Nicorette 'handy pack' is a similar price to cigarettes (nicorette Freshmint 10 pack RRP £2.49) and can supplement lost sales that the legislation will bring and help smokers give up. The average person giving up smoking spends around £64 a year on NRT products making stop smoking products a must-stock category.⁷

Nicorette Group Marketing Manager, Ben Peters said, "We're constantly looking for ways to help people who want to stop smoking and I believe that this innovative approach will improve the chances of quitting successfully for more people." He continued, "We've also been listening to retailers' concerns about a potential loss of revenue from dropping cigarette sales with the upcoming smokefree legislation and hope that being able to offer smokers a handy pack of nicorette as an alternative to cigarettes will help alleviate these concerns."

In taste tests, comparing nicorette Freshmint with other selected nicotine gum brands, Freshmint was found to be the overall preferred gum, with its fresh flavour.⁸

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The makers of nicorette have committed an approximate £8.5m media spend to promoting nicorette Freshmint, encompassing a whole range of activities including TV, press, posters and PR.

Nicorette pioneered the development of ‘Cut Down Then Stop’ - a four step process by which smokers cut down the number of cigarettes they smoke with the help of nicorette Gum in advance of stopping completely. Clinical trials have shown that one in three smokers who successfully reduced their cigarette consumption by half with nicorette Gum stopped smoking within one year.⁹

Pfizer Consumer Health Products Company who manufacture nicorette are confident that this new convenient ‘Handy Pack’ will have a significant role in driving sales of nicorette Freshmint which is the UK’s number one selling nicotine gum, with an 68.2% value share of NRT.¹⁰ For more information on stocking nicorette please call PCH customer services – Tel:01737 332 255.

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

– Ends –

For further information please contact the nicorette Press Office:

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Notes to editors

- The *Cut Down with Nicorette then Stop* licence was approved on 15 August 2005
- Cost of *Cut Down with Nicorette then Stop* compared to smoking: smoking 20 a day costs approximately £1600 per year (based on £4.50 per pack). Using the maximum 15 pieces of 4mg gum per day to cut down the number of cigarettes smoked (purchased in boxes of 30), for the maximum period of one year, would cost nearly £1300, after which the smoker may be smoke-free. This rudimentary calculation demonstrates that the cheaper long-term option is for a smoker to give up, using Nicorette to either stop abruptly or use *Cut Down with Nicorette then Stop*

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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. It is used to help smokers ready to stop smoking immediately and also to help smokers who need to cut down their cigarette use before stopping. **Dosage: Adults (over 18 years):** Smoking cessation: After 3 months ad libitum dosage, Nicorette gum should be gradually withdrawn. Smoking reduction: Use the gum between smoking episodes to reduce smoking. A quit attempt should be made as soon as the smoker feels ready. Professional advice should be sought if no reduction in 6 weeks or no quit attempt in 9 months. Each piece should be chewed slowly for 30 minutes. No more than 15 pieces of gum should be used each day. **Adolescents (12 to 18 years):** 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. 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:** 00032/ Original (2mg) /0248, (4mg) /0249, Mint (2mg) /0250, (4mg) /0251, Freshmint (2mg) /0283, (4mg) /0295, Freshfruit 15513/ (2mg) /0136, (4mg) /0137 **PL holder:** Pharmacia Ltd. Ramsgate Rd, Sandwich, Kent. CT13 9NJ. **Date of preparation:** January 2007