

## HOW TO BEAT THE JANUARY BLUES

### ***Nicorette launches 'virtual' stop smoking coach to help quitters stick to their resolutions***

Monday 22 Jan is likely to be the worst day of the year as the prospect of another working week (without a holiday in sight) and a combination of lousy weather, lingering effects of seasonal over indulgence and post-Christmas debts can cause people to fail their New Year resolutions. However, for people who are giving up smoking who find the pressure of such a day too much to bear help is at hand to help them beat the January blues. Nicorette\* (nicotine) has developed Nicorette *ActiveStop*, the first NRT brand to offer a 'virtual' smoking cessation coach using both on-line and mobile technology to help people deal with psychological temptations to smoke.

Research shows that nicotine replacement therapy (NRT) plus intensive psychological support gives smokers up to six times more likelihood of succeeding in their attempt to stop smoking compared with those who rely on willpower alone.<sup>1,2,3</sup>

Psychologist Dr Linda Papadopoulos commented, "Monday 22 January is set to be the most depressing day of the year as any energy from the Christmas holiday's has worn off and the effects of cold, wet and dark January weather after the cosiness of Christmas coupled with extra spending in the sales can cause severe January blues." She continued "This is likely to be a particularly difficult date for people who have resolved to stop smoking to stay strong, if they are without support."

In combination, Nicorette and Nicorette *ActiveStop* deal with the physical cravings and the psychological aspects of quitting. This is the next generation of stop smoking support which is becoming increasingly flexible, accessible and personalised. Users of the advanced programme are kept motivated and focused on quitting via their mobile phone and personal webpage. The interactive programme helps combat the many physical, mental and social triggers quitters are exposed to that might tempt them back to their old habits. Over two thirds of smokers (65%) in a new survey said they may value a programme such as Nicorette *ActiveStop* to help them kick the habit once and for all. Previously, about two thirds of smokers had relied on willpower alone and failed.<sup>4</sup>

Psychologist Dr Linda Papadopoulos commented, "*It is not surprising that smokers build up a strong emotional relationship with cigarettes over time. They often find it difficult to separate smoking from a variety of emotional and social occasions.*" She continued, "*Smokers often feel de-stressed when they smoke and the thought of not smoking can build up stress levels. That's why the best support programme will be with them at all times of the day, much like having a personal*

*trainer in your pocket - the smoker needs to know help is there throughout the day to stand the best chance of staying smoke free.”*

The Nicorette survey revealed today also found that 28% of smokers liken their cigarettes to an old friend who doesn't have their best interests in mind, and a further 14% feel they are the only friend that listens to their problems. However, only one in ten (10%) of smokers considered themselves happily married to their fags while the remainder (7%) liken their relationship to a bad one night stand 'providing frivolous fun for a night but they hate the morning after feeling.'<sup>4</sup>

Only 31% of smokers questioned feel that they have the mental willpower to give up smoking by themselves without any emotional support. Furthermore, men are most likely to be tempted back to smoking after a few drinks whilst women would find it most difficult not to smoke if they heard some bad news.<sup>4</sup>

Of the 10 million adult smokers in Britain<sup>5</sup> approximately 70% of them want to quit.<sup>6</sup> Steve Crone, Chief Executive of the UK charity QUIT said, "We know smokers benefit from personal support in addition to proven stop smoking treatments and so this is a very welcome new programme."

Nicorette and *ActiveStop* together, there is nothing more effective at helping you to stop smoking. To register visit [www.nicorette.co.uk](http://www.nicorette.co.uk)

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

**- Ends-**

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**Notes to editors:**

UK smoke-free legislation implementation:

Republic of Ireland:	29th March 2004
Scotland:	26th March 2006
Northern Ireland:	April 2007
Wales:	April 2007
England:	1st July 2007

**References:**

1. Hilton A. Prescriber, 5 February 2003: 14-20.
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3. Fowler G. 2000. Smoking: Time to confront a major health issue. Update. May Supplemental; 3-7.
4. According to a survey conducted by ShireHealthPR using Research Now's online panel of 1,000 smokers. Fieldwork dates 27 November-4 December 2006.

5. Choosing Health: making healthier choices easier. A Department of Health White Paper. 2004  
[www.dh.gov.uk/assetRoot/04/09/47/64/04094764.pdf](http://www.dh.gov.uk/assetRoot/04/09/47/64/04094764.pdf)
6. ASH Factsheet 24. Stop smoking – ASH's 15 tips