

NRT combination therapy

Combination therapy vs. monotherapy

Combination therapy



is 30% more effective than using one NRT product alone⁹

nicorette

#1 Brand Physicians & Pharmacists Recommend to Quit Smoking

*Data on file, 2021.

Combination therapy: Patch + another form of NRT



Background nicotine substitution^{11,12}

Maintains a constant, lower level of nicotine throughout the day.

COMBINATION THERAPY

Fast relief for breakthrough craving^{11,12}

Supplies additional levels of nicotine when it's needed.

Your advice can help make the difference



Nearly 5X more effective with NRT and support vs. cold turkey alone¹³

Learn more at HelpThemQuit.ca

Over 40 years of pioneering NRT innovation and quitter support

References: 1. Slama KJ, et al. Community Views About the Role of General Practitioners in Disease Prevention. *Fam Pract* 1989;6(3):203-9. <http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.1012.862&rep=rep1&type=pdf>. 2. Clinical practice guideline for treating tobacco use and dependence: A US Public Health Service report. The Tobacco Use and Dependence Clinical Practice Guideline Panel, Staff, and Consortium Representatives. *JAMA* 2000;283(24):3244-54. 3. Cleveland Clinic. Nicotine withdrawal. Available at: <https://my.clevelandclinic.org/health/diseases/21587-nicotine-withdrawal>. Accessed February 23, 2022. 4. National Institutes of Health, National Cancer Institute. Handling nicotine withdrawal and triggers when you decide to quit tobacco. Available at: <https://www.cancer.gov/about-cancer/causes-prevention/risk/tobacco/withdrawal-fact-sheet#what-are-some-of-the-nicotine-withdrawal-symptoms-associated-with-q%E2%80%A6>. Accessed September 22, 2022. 5. Richter KP, Ellerbeck EF. It's time to change the default for tobacco treatment. *Addiction* 2015;110(3):381-6. 6. University of Ottawa Heart Institute. Ottawa model for smoking cessation. Available at: <https://ottawamodel.ottawaheart.ca/files/omsc/docs/omsc2011-12report.pdf>. Accessed on September 9, 2020. 7. Nursing Times. Very brief advice on smoking. Available at: [https://www.nursingtimes.net/clinical-archive/smoking-cessation/very-brief-advice-on-smoking-24-02-2012/#:~:text=Very%20Brief%20Advice%20on%20Smoking%20\(VBA\)%20is%20part%20of%20the,any%20situation%20with%20a%20smoker](https://www.nursingtimes.net/clinical-archive/smoking-cessation/very-brief-advice-on-smoking-24-02-2012/#:~:text=Very%20Brief%20Advice%20on%20Smoking%20(VBA)%20is%20part%20of%20the,any%20situation%20with%20a%20smoker). Accessed on September 9, 2020. 8. Canadian Pharmacist Smoking Cessation Pharmacotherapy Algorithm. www.psfnetwork.com. 9. Nicoderm Product Licence. August 17, 2018. 10. Nicorette QuickMist Product Licence. April 30, 2021. 11. Russell MA, Feyerabend C, Cole PV. Plasma nicotine levels after cigarette smoking and chewing nicotine gum. *Br Med J*. 1976;1(6017):1043-6. 12. Sweeney CT, et al. Combination nicotine replacement therapy for smoking cessation: rationale, efficacy and tolerability. *CNS Drugs* 2001;15(6):453-67. 13. Sutherland G. Smoking: can we really make a difference? *Heart* 2003;89 Suppl 2(ii25-ii37).

Do something amazing[®]

Help your patients quit smoking.
For good.

You have the power to inspire your patients to quit

85%

of patients expect and want their physician to bring up the topic of smoking¹

1-3 minutes

of counselling increased the likelihood of smoking cessation and abstinence rates by 40%.²

Healthcare professionals are integral to successful quit attempts

How to manage side effects from quitting^{3,4}

Headaches	Restlessness	Weight gain	Anger or irritability
<p>Make sure to drink plenty of water.</p> <p>Limit the caffeine you consume by avoiding coffee, soda and tea.</p>	<p>Keep your hands busy with a fidget toy or stress ball.</p> <p>You can also try using chewing gum, a toothpick, or a lollipop to replace the physical sensation for your hands and mouth.</p>	<p>You may find you have extra energy once you quit, so why not get physical? Find an activity you enjoy to keep your body active, and your mind distracted!</p>	<p>Remind yourself that these feelings are totally normal, and temporary.</p> <p>Practice deep breathing to help you relax and allow the urge to smoke to pass. Or try meditation or other relaxation techniques.</p>

Ready or not  Quit

Smokers who stated they were not ready to quit actually quit at the same rate as those who considered themselves ready in numerous clinical trials⁵

3 quick steps to smoking cessation counselling⁶⁻⁸

3 quick steps

1. ASK

- Have you used any form of tobacco in the past month?

2. ADVISE

- I strongly advise you to quit, or reduce your smoking, as it is the most important thing you can do for your health.
- I can help you quit.

3. ACT

- How important is it for you to quit?
- How confident are you that you can quit?
- How many cigarettes do you smoke a day?
- How soon after waking do you have your first cigarette?



Combination therapy is 30% more effective than using one NRT product alone⁹

One cigarette delivers 1-2 mg of nicotine.⁸

An individual's NRT dosing may be affected by differences in absorption and **metabolism**.