NRT combination therapy

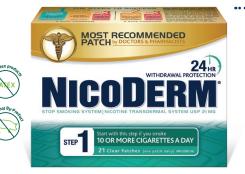
Combination therapy vs. monotherapy







Combination therapy: Patch + another form of NRT



NICODERM® Transdermal Patch

Delivers continuous 24-hour support

Background nicotine substitution^{11,12}

Maintains a constant, lower level

of nicotine throughout the day.



QuickMist®

An instant-release mouth spray for fast craving relief





Gum

Relieves cravings plus withdrawal symptoms



NICORETTE® Lozenge

craving relief



Inhaler

Satisfies the hand-to-mouth ritual



Fast relief for breakthrough craving 11,13

Supplies additional levels of nicotine when it's needed.

Your advice can help make the difference



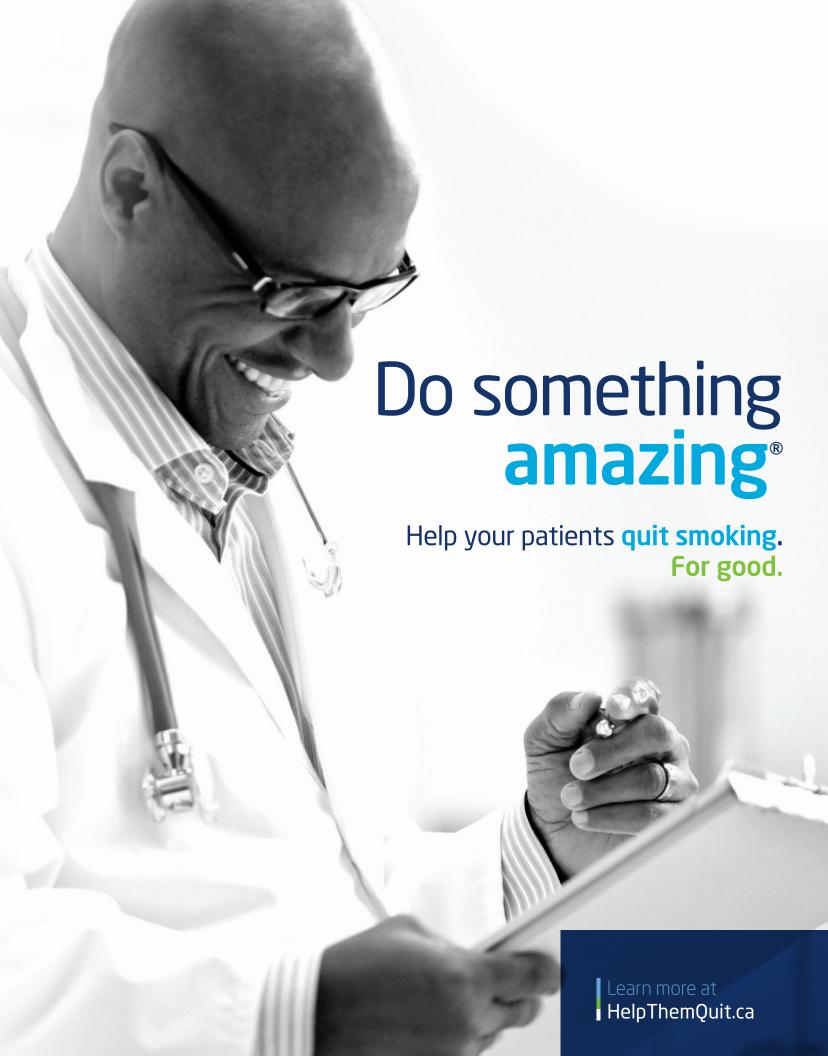
Nearly 5X more effective with NRT and support vs. cold turkey alone¹³

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 Consortium Representatives. [AMA 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/ 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://owww.nursingtimes.pet/clinical-archive/smoking-cessation/very-brief-advice-on-smoking-24-02 2012/#::**text=Very%20Brief%20Advice%20om%20Smoking%20(vBA)%20js%20part%20of%20the,any%20situation%20with%20a%20smoker. Accessed on September 9, 2020. 7. Nursing Times. Very brief advice-on-smoking-24-02 2012/#:**text=Very%20Brief%20Advice%20om%20Smoking%20(vBA)%20js%20part%20of%20the,any%20situation%20with%20a%20smoker. Accessed on September 9, 2020. 8. Canadian Pharmacist Smoking Cessation Pharmacotherapy Algorithm. www.psfcnetwork.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(Suppl 2):ii25-ii37.

nicorette



You have the power to inspire your patients to quit



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



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

Headaches

Make sure to drink plenty of water.

Limit the caffeine you consume by avoiding coffee, soda and tea.

Restlessness

Keep your hands busy with a fidget toy or stress ball.

You can also try using chewing gum, a toothpick, or a lollipop to replace the physical sensation for your hands and mouth.

Weight gain

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!

Anger or irritability

Remind yourself that these feelings are totally normal, and temporary.

Practice deep breathing to help you relax and allow the urge to smoke to pass. Or try meditation or other relaxation techniques.



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

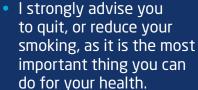


🔎 1. ASK

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



2. ADVISE



I 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**.