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HOW TO STOP SMOKING

Start with you.

It's not easy to stop smoking. You have to be totally committed. No one else can do this for you, but you don't have to do it alone.

Cold turkey is the hard way. It isn't the smart way.

Why make quitting any harder than it has to be? It's time to get help. Nicorette® gum is proven to help you quit smoking by helping control your cravings for cigarettes.

Nicorette gum is there, when you need it.

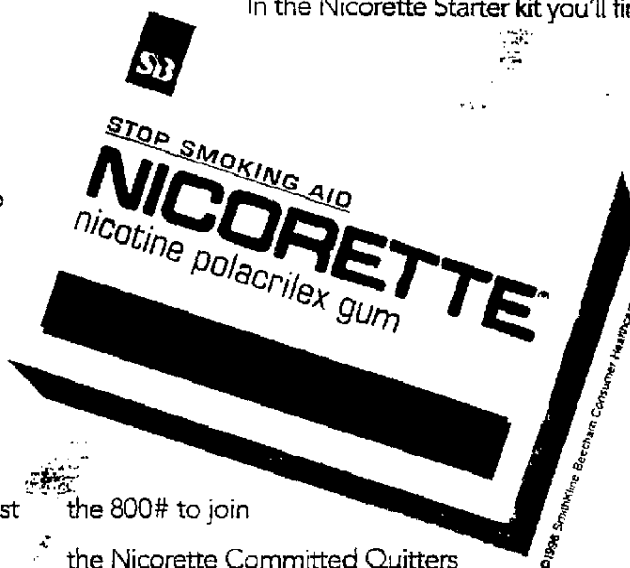
Your cravings for a cigarette will be your toughest test. They are the #1 reason people go back to smoking. Nicorette helps you fight your cravings so you are not defenseless. You control how much nicotine you get. And you don't get the dangerous tars, toxins and carcinogens of cigarettes.

Nicorette gum lets you taper yourself off nicotine.

You smoke to satisfy your body's need for nicotine. When you give up cigarettes, Nicorette gum gives you a low, safe level of nicotine so you don't experience the gnawing cravings of cold turkey. Over the 12 week treatment period, you gradually reduce how much Nicorette you use...less and less

Join the free Nicorette Committed Quitters™ plan.

In the Nicorette Starter kit you'll find



the 800# to join

the Nicorette Committed Quitters

plan. This is a personalized program that comes with a quitting calendar, tips and valuable free coupons that will increase your chance of success.

Stop smoking. Start saving.

Over the full 12 week treatment period, Nicorette gum will cost about the same as a pack-and-a-half-a-day cigarette habit. But you only use Nicorette for 12 weeks. Then you start saving. Over ten years you could save \$10,000.

Not to mention your life.

<http://www.nicorette.com>

**YOU CAN
DO IT.
Nicorette
can help.**

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