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CRAVINGS

"Nicorette® gets to my cravings before they get to me."

Cravings. The torture test.

You've decided to quit smoking. And now you're about to face the #1 reason people go back to cigarettes... cravings.

Nicorette gum gives you the power to beat your cravings. To respond to them actively. Head on. When and where you need help most. Like your morning cravings, talking-on-the-phone cravings, after dinner cravings. Times when you are the weakest and cravings seem the strongest.

Help. Craving by craving. Need by need.

Because only you know your cravings, and only you can feel them, Nicorette gum lets you decide how much nicotine you get, and when.

Nicorette eases your cravings with a low, safe level of nicotine. So you can live beyond your urges. So you can become a non-smoker.

The doctor's choice.

Over the years, millions of people have proven that Nicorette can increase your chance to successfully quit smoking. In fact, doctors have prescribed Nicorette more than 30 million times.

The safe choice.

The minute you put down your cigarettes and

pick up Nicorette, you've done your body a favor. Because the nicotine you get from Nicorette is free of the tars, toxins and carcinogens you're getting right now from cigarettes.



And Nicorette is temporary. Slowly, gradually, comfortably over 12 weeks, you cut back until you don't need Nicorette at all.

Your life savings.

Nicorette costs about the same as a pack-and-a-half-a-day cigarette habit. But you only use Nicorette for 12 weeks. So, over the years, you'll save thousands.

Not to mention your life.

<http://www.nicorette.com>

YOU CAN DO IT.
Nicorette

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