

Nicorette[®] helps you stop smoking, one day at a time.

Nicorette is safe. And effective.

Nicorette has been clinically proven to increase your chance of success. In fact, doctors have prescribed Nicorette gum more than any other stop-smoking aid. And as a result, millions of people have used Nicorette to stop smoking safely. Millions.

Quit smoking, one craving at a time.

Craving a cigarette is the #1 reason why people relapse to smoking. Nicorette gum provides nicotine to ease your cravings, without the tars, toxins, and other carcinogens you'd get from cigarettes. And with Nicorette's flexible dosing schedule, you deal with one craving at a time. Plus, you keep your hands and mouth busy with something that's NOT a cigarette. No other product gives you this much control.

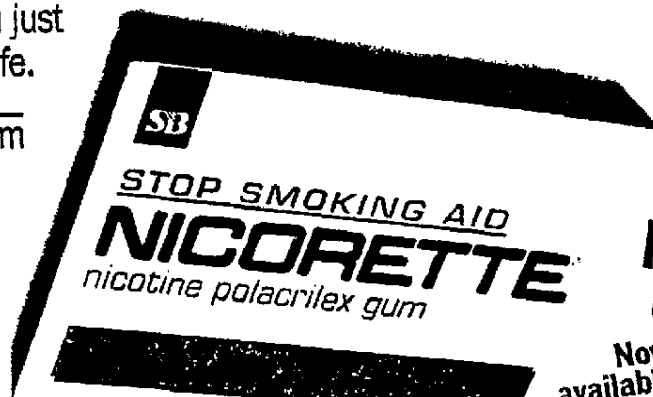
The Nicorette Committed Quitters[™] program is your partner throughout your quitting process.

While Nicorette gum helps you break your physical addiction, the services offered through the Nicorette Committed Quitters program can help you overcome your mental desire to smoke. Call the toll-free number inside the Nicorette Starter Kit to enroll. We'll design a personalized stop smoking support plan, just for you. The Nicorette Committed Quitters program will help you throughout your quit attempt with a quitting calendar, exercises, tips and \$300 worth of valuable offers for non-smokers.

Nicorette is an investment in you.

Over the course of therapy, Nicorette costs about the same as a pack-and-a-half-a-day habit. But you don't use Nicorette forever. So over a ten year period of not smoking you'll save around \$10,000. And you just might save your life.

www.nicorette.com



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

Now
available
without a
prescription

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