



GSK Regulatory Spec Box		Verified Date: 3.27.15
<b>Drug Facts Info</b>		
Drug Facts (Title)	Font Name: Helvetica Neue 76 Bold Italic	14 point type
Drug Facts (continued)	Font Name: Helvetica Neue 76 Bold Italic/Helvetica Neue 57 Condensed	8.1 point type
Headings	Font Name: Helvetica Neue 76 Bold Italic	8 point type
Subheading	Font Name: Helvetica Neue 77 Bold Condensed	6.5 point type
Body text	Font Name: Helvetica Neue 57 Condensed/ Helvetica Neue 77 Bold Condensed	6.5 point type
Bullets	Font Name: Helvetica Neue 55 Roman	5.00 point type
Bullets on same lines: end of statement separated from bulleted statement by two ems		N/A
Spacing of the hair lines from edge of box – i.e. Minimum of 2 spaces either side of Drug Fact Box		Yes
Tracking	0	Horizontal Scale: 100%
Leading (Minimum space in body copy of Drug Facts)	6.7 pt.	Maximum Characters/Inch: 31
Barlines	1.00 pt.	Hairlines 0.50 pt.
<b>Primary Display Panel Info</b>		
Font size of Net Wt/Contents (Smallest character height in inches)		0.01414 in.
PDP dimensions (in square inches)		23 sq. in.
Font size of Statement of Identity (If not live text, to be measured in Helvetica capital "M")	V 16.11 pt.	H N/A
Font size of Logo/Largest Copy on PDP (If not live text, to be measured in Helvetica capital "M")	V 63.56 pt.	H N/A
Ratio of Statement of Identity to Logo/Largest Copy on PDP		
Statement of Identity (pt.) (Divided by) Largest Logo Copy (pt.)	V 25%	H N/A

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**Drug Facts**

**Active ingredient (in each chewing piece)**  
Nicotine polacrilex (equal to 2 mg nicotine)..... Stop smoking aid

**Purpose**  
Stop smoking aid

**Use** • reduces withdrawal symptoms, including nicotine craving, associated with quitting smoking

**Warnings**  
**If you are pregnant or breast-feeding, only use this medicine on the advice of your health care provider.** Smoking can seriously harm your child. Try to stop smoking without using any nicotine replacement medicine. This medicine is believed to be safer than smoking. However, the risks to your child from this medicine are not fully known.

**Ask a doctor before use if you have**

- a sodium-restricted diet
- heart disease, recent heart attack, or irregular heartbeat. Nicotine can increase your heart rate.
- high blood pressure not controlled with medication. Nicotine can increase blood pressure.
- stomach ulcer or diabetes
- history of seizures

**Ask a doctor or pharmacist before use if you are**

- using a non-nicotine stop smoking drug
- taking prescription medicine for depression or asthma. Your prescription dose may need to be adjusted.

**Stop use and ask a doctor if**

- mouth, teeth or jaw problems occur
- irregular heartbeat or palpitations occur
- you get symptoms of nicotine overdose such as nausea, vomiting, dizziness, diarrhea, weakness and rapid heartbeat
- oral blistering occurs
- you have symptoms of an allergic reaction (such as difficulty breathing or rash)

**Keep out of reach of children and pets.** Pieces of nicotine gum may have enough nicotine to make children and pets sick. Wrap used pieces of gum in paper and throw away in the trash. In case of overdose, get medical help or contact a Poison Control Center right away.

**Directions**

- if you are under 18 years of age, ask a doctor before use
- before using this product, read the enclosed User's Guide for complete directions and other important information
- begin using the gum on your quit day
- if you smoke your first cigarette within 30 minutes of waking up, use 4 mg nicotine gum
- if you smoke your first cigarette more than 30 minutes after waking up, use 2 mg nicotine gum according to the following 12 week schedule:

Weeks 1 to 6	Weeks 7 to 9	Weeks 10 to 12
1 piece every 1 to 2 hours	1 piece every 2 to 4 hours	1 piece every 4 to 8 hours

- nicotine gum is a medicine and must be used a certain way to get the best results
- chew the gum slowly until it tingles. Then park it between your cheek and gum. When the tingle is gone, begin chewing again, until the tingle returns.
- repeat this process until most of the tingle is gone (about 30 minutes)
- do not eat or drink for 15 minutes before chewing the nicotine gum, or while chewing a piece
- to improve your chances of quitting, use at least 9 pieces per day for the first 6 weeks
- if you experience strong or frequent cravings, you may use a second piece within the hour. However, do not continuously use one piece after another since this may cause you hiccups, heartburn, nausea or other side effects.
- do not use more than 24 pieces a day
- it is important to complete treatment. If you feel you need to use the gum for a longer period to keep from smoking, talk to your health care provider.

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THEFT SURVEILLANCE TAG AREA

PLACE ANTI-THEFT STICKER HERE

**Drug Facts (continued)**

**Other information**

- each piece contains: calcium 94 mg, sodium 11 mg
- store at 20° - 25°C (68° - 77°F)
- protect from light

**Inactive ingredients** acacia, acesulfame potassium, carnauba wax, edible ink, gum base, hypromellose, magnesium oxide, menthol, natural and artificial cinnamon flavors, peppermint oil, polysorbate 80, sodium bicarbonate, sodium carbonate, sucralose, titanium dioxide, xylitol

**Questions or comments?**  
call toll-free 1-800-419-4766 (English/Spanish) weekdays (9:00 am - 4:30 pm ET)

**Nicorette**  
Cinnamon Surge Gum

**Nicorette**  
Cinnamon Surge  
FOR BOLD FLAVOR  
Coated Gum

**Nicorette**  
nicotine polacrilex gum, 2 mg • stop smoking aid

NDC 0135-0466-02

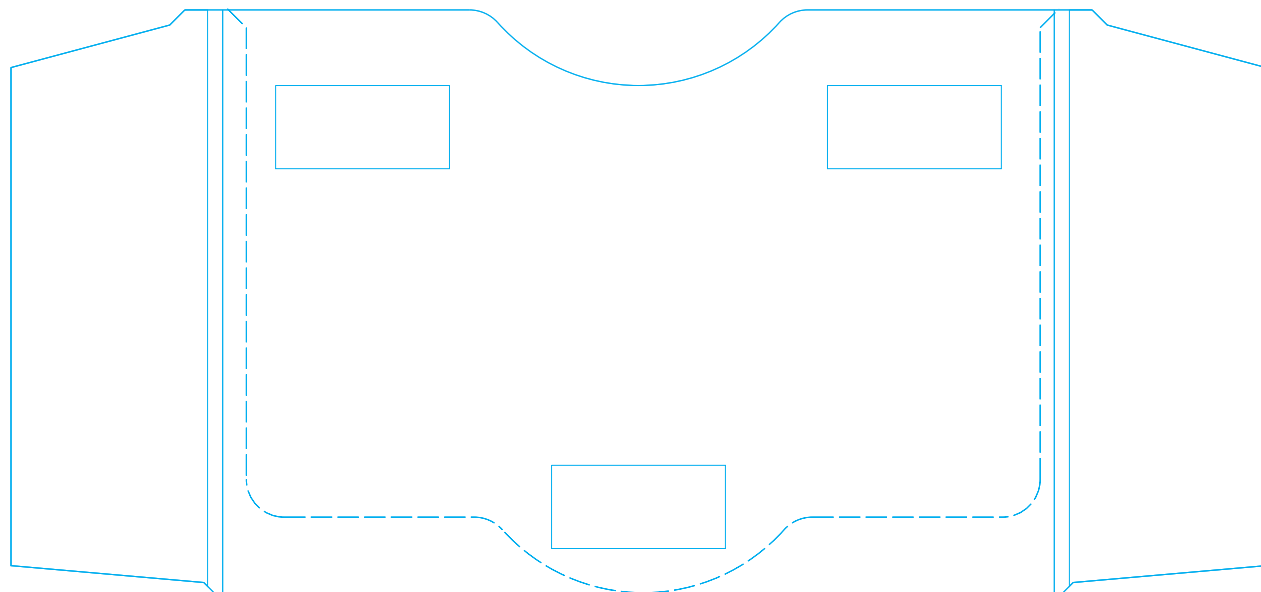
**TO INCREASE YOUR SUCCESS IN QUITTING:**

1. You must be motivated to quit.
2. Use Enough - Chew at least 9 pieces of Nicorette® gum per day during the first six weeks.
3. Use Long Enough - Use Nicorette® gum for the full 12 weeks.
4. Use with a support program as directed in the enclosed User's Guide.

**100 PIECES, 2 mg EACH**

**OPEN HERE**

GSK Regulatory Spec Box		Verified Date: 09.22.15
<b>Drug Facts Info</b>		
<b>Drug Facts (Title)</b>	Font Name: Helvetica Neue 76 Bold Italic	14 point type
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<b>Bullets</b>	Font Name: Helvetica Neue 55 Roman	5 point type
Bullets on same lines: end of statement separated from bulleted statement by two ems		N/A
Spacing of the hair lines from edge of box - i.e. Minimum of 2 spaces either side of Drug Fact Box		Yes
<b>Tracking</b>	0	Horizontal Scale: 100%
<b>Leading (Minimum space in body copy of Drug Facts)</b>	6.75 pt.	Maximum Characters/Inch: 30
<b>Barlines</b>	1 pt.	Hairlines 0.5 pt.
<b>Primary Display Panel Info</b>		
Font size of Net Wt/Contents (Smallest character height in inches)		0.1413 in.
PDP dimensions (in square inches)		23.02 sq. in.
Font size of Statement of Identity (If not live text, to be measured in Helvetica capital "M")		V 16.11 pt. H N/A
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Ratio of Statement of Identity to Logo/Largest Copy on PDP		
Statement of Identity (pt.) (Divided by) Largest Logo Copy (pt.)		V 25% H N/A



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PLACE  
ANTI-THEFT  
STICKER  
HERE

THEFT SURVEILLANCE TAG AREA

**Drug Facts**

**Active ingredient (in each chewing piece)**  
Nicotine polacrilex (equal to 2 mg nicotine) ..... Stop smoking aid

**Purpose**

**Use** • reduces withdrawal symptoms, including nicotine craving, associated with quitting smoking

**Warnings**  
**If you are pregnant or breast-feeding, only use this medicine on the advice of your health care provider.** Smoking can seriously harm your child. Try to stop smoking without using any nicotine replacement medicine. This medicine is believed to be safer than smoking. However, the risks to your child from this medicine are not fully known.

**Ask a doctor before use if you have**

- a sodium-restricted diet
- heart disease, recent heart attack, or irregular heartbeat. Nicotine can increase your heart rate.
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**Ask a doctor or pharmacist before use if you are**

- using a non-nicotine stop smoking drug
- taking prescription medicine for depression or asthma. Your prescription dose may need to be adjusted.

**Stop use and ask a doctor if**

- mouth, teeth or jaw problems occur
- irregular heartbeat or palpitations occur
- you get symptoms of nicotine overdose such as nausea, vomiting, dizziness, diarrhea, weakness and rapid heartbeat
- oral blistering occurs
- you have symptoms of an allergic reaction (such as difficulty breathing or rash)

**Keep out of reach of children and pets.** Pieces of nicotine gum may have enough nicotine to make children and pets sick. Wrap used pieces of gum in paper and throw away in the trash. In case of overdose, get medical help or contact a Poison Control Center right away.

**Directions**

- **if you are under 18 years of age, ask a doctor before use**
- before using this product, read the enclosed User's Guide for complete directions and other important information
- begin using the gum on your quit day
- **if you smoke your first cigarette within 30 minutes of waking up**, use 4 mg nicotine gum
- **if you smoke your first cigarette more than 30 minutes after waking up**, use 2 mg nicotine gum according to the following 12 week schedule:

Weeks 1 to 6	Weeks 7 to 9	Weeks 10 to 12
1 piece every 1 to 2 hours	1 piece every 2 to 4 hours	1 piece every 4 to 8 hours

- nicotine gum is a medicine and must be used a certain way to get the best results
- chew the gum slowly until it tingles. Then park it between your cheek and gum. When the tingle is gone, begin chewing again, until the tingle returns.
- repeat this process until most of the tingle is gone (about 30 minutes)
- do not eat or drink for 15 minutes before chewing the nicotine gum, or while chewing a piece
- to improve your chances of quitting, use at least 9 pieces per day for the first 6 weeks
- if you experience strong or frequent cravings, you may use a second piece within the hour. However, do not continuously use one piece after another since this may cause you hiccups, heartburn, nausea or other side effects.
- do not use more than 24 pieces a day
- it is important to complete treatment. If you feel you need to use the gum for a longer period to keep from smoking, talk to your health care provider.

**EAS Tagged**

(48)

3 0766-7858-20 4

## Nicorette®

### Cinnamon Surge™ Gum

■ not for sale to those under 18 years of age  
■ proof of age required  
■ not for sale in vending machines or from any source where proof of age cannot be verified

This product is protected in sealed blisters.  
**Do not use if individual blisters or printed backings are broken, open, or torn.**

Distributed by  
**GlaxoSmithKline Consumer Healthcare, L.P.**  
Moon Township, PA 15108 Made in Sweden  
©2014 GSK 00000XX

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For more information and for a FREE individualized stop smoking program, please visit [www.Nicorette.com](http://www.Nicorette.com) or see inside for more details.

Free Audio CD upon request. See inside.

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**Coated  
FOR BOLD FLAVOR**

**Cinnamon Surge™**

nicotine polacrilex gum, 2 mg • stop smoking aid

# Nicorette®

**Gum**

NDC 01936-0466-05

**160 PIECES, 2 mg EACH**

1. You must be motivated to quit.
2. Use Enough - Chew at least 9 pieces of Nicorette® gum
3. Use Long Enough - Use Nicorette® gum for the full 12 weeks.
4. Use with a support program as directed in the enclosed User's Guide.

TO INCREASE YOUR SUCCESS IN QUITTING:

OPEN HERE

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Bullets	Font Name: Helvetica Neue 55 Roman	5 point type
Bullets on same lines: end of statement separated from bulleted statement by two ems		N/A
Spacing of the hair lines from edge of box – i.e. Minimum of 2 spaces either side of Drug Fact Box		Yes
Tracking	0	Horizontal Scale: 100%
Leading (Minimum space in body copy of Drug Facts)	6.75 pt.	Maximum Characters/Inch: 30
Barlines	1 pt.	Hairlines: 0.5 pt.
<b>Primary Display Panel Info</b>		
Font size of Net Wt/Contents (Smallest character height in inches)		0.1413 in.
PDP dimensions (in square inches)		23.02 sq. in.
Font size of Statement of Identity (If not live text, to be measured in Helvetica capital "M")		V 16.11 pt. H N/A
Font size of Logo/Largest Copy on PDP (If not live text, to be measured in Helvetica capital "M")		V 63.56 pt. H N/A
Ratio of Statement of Identity to Logo/Largest Copy on PDP		
Statement of Identity (pt.) / Divided by/ Largest Logo Copy (pt.)		V 25% H N/A



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Bullets on same lines: end of statement separated from bulleted statement by two ems		n/a
Spacing of the hair lines from edge of box – i.e. Minimum of 2 spaces either side of Drug Fact Box		Yes
Tracking	0	Horizontal Scale: 100%
Leading (Minimum space in body copy of Drug Facts)	6.5 pt.	Maximum Characters/Inch: 30
Barlines	1 pt.	Hairlines 0.5 pt.
<b>Primary Display Panel Info</b>		
Font size of Net Wt/Contents (Smallest character height in inches)		.125 in.
PDP dimensions (in square inches)		11.72 sq. in.
Font size of Statement of Identity (If not live text, to be measured in Helvetica capital “M”)		V n/a H 8 pt.
Font size of Logo/Largest Copy on PDP (If not live text, to be measured in Helvetica capital “M”)		V n/a. H 32.5 pt.
Ratio of Statement of Identity to Logo/Largest Copy on PDP		
Statement of Identity (pt.) (Divided by) Largest Logo Copy (pt.)		V n/a H 25%

Go to [www.nicorette.com](http://www.nicorette.com)  
for additional support and offers

**SAVE \$5.00**  
on any  
**Nicorette® Gum**  
100 Pieces or Larger



**MANUFACTURER'S COUPON** | **EXPIRES 12/31/2017**

**Redeemable at food, drug and mass merchandise stores. CONSUMER:** Limit 1 coupon per purchase of indicated product(s). You pay any sales tax. You are not eligible for this offer if reimbursement for the product will be sought from any federal or state healthcare program, including Medicare or Medicaid, or any similar federal or state programs, including any state pharmaceutical assistance program, or under any private insurance, HMO, or other third-party payment arrangement. **RETAILER:** GSK will reimburse you the face value of this coupon plus 12¢ Handling Fee, if submitted in compliance with our Redemption Policy. Copy available upon request. Cash value 1/100 of 1¢. Coupon is void if altered, transferred, exchanged, sold or auctioned, copied or if prohibited by law. Good only in USA and at APDs. **POs: Send coupons to:** GSK Consumer Healthcare, P.O. Box 880658, El Paso, Texas 88588-0658. ©2014 GSK. Read and follow label directions.

030766-074218



**Drug Facts**

**Active ingredient (in each chewing piece) Purpose**  
Nicotine polacrilex (equal to 2 mg nicotine).....Stop smoking aid

**Use** • reduces withdrawal symptoms, including nicotine craving, associated with quitting smoking

**Warnings**  
**If you are pregnant or breast-feeding, only use this medicine on the advice of your health care provider.** Smoking can seriously harm your child. Try to stop smoking without using any nicotine replacement medicine. This medicine is believed to be safer than smoking. However, the risks to your child from this medicine are not fully known.

**Ask a doctor before use if you have**

- a sodium-restricted diet
- heart disease, recent heart attack, or irregular heartbeat. Nicotine can increase your heart rate.
- high blood pressure not controlled with medication. Nicotine can increase blood pressure.
- stomach ulcer or diabetes
- history of seizures

**Ask a doctor or pharmacist before use if you are**

- using a non-nicotine stop smoking drug
- taking prescription medicine for depression or asthma. Your prescription dose may need to be adjusted.

**Stop use and ask a doctor if**

- mouth, teeth or jaw problems occur
- irregular heartbeat or palpitations occur
- you get symptoms of nicotine overdose such as nausea, vomiting, dizziness, diarrhea, weakness and rapid heartbeat
- oral blistering occurs
- you have symptoms of an allergic reaction (such as difficulty breathing or rash)

**Flip open for Directions and additional information**  
**Retain this package for complete product information**

■ not for sale to those under 18 years of age  
■ proof of age required  
■ not for sale in vending machines or from any source where proof of age cannot be verified

The gum is contained in a carton packaged inside a clear plastic outer container sealed to a printed card. The inner carton has a clear overwrap. DO NOT USE IF ANY OF THESE TAMPER EVIDENT FEATURES ARE MISSING, TORN, OR BROKEN.

Lot Exp

3 0766-7859-24 9

**\$5.00**  
Coupon Inside

NDC 0135-0466-08

**Nicorette®**  
**Gum**      **20 PIECES, 2 mg EACH**  
(1 Pocket Pack of 20)

**TO INCREASE YOUR SUCCESS IN QUITTING:**

1. You must be motivated to quit.
2. **Use Enough** - Chew **at least 9 pieces** of Nicorette gum per day during the first six weeks.
3. **Use Long Enough** - Use Nicorette gum for the full 12 weeks.
4. **Use with a support program** as directed in the enclosed User's Guide.

**How To Open the Nicorette Gum Pocket Pack**

- 1 **Gently push tab on side.**
- 2 **Pull up forcefully, pulling open box.**
- 3 **Dispense Nicorette Gum and follow dosing instructions.**

**For more information and for a FREE individualized stop smoking program, please visit [www.Nicorette.com](http://www.Nicorette.com) or see inside for more details.**  
**Free Audio CD upon request. See inside.**

Distributed by  
**GlaxoSmithKline** Consumer Healthcare, L.P.  
Moon Township, PA 15108      Made in Sweden  
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**Drug Facts (continued)**

**Keep out of reach of children and pets.** Pieces of nicotine gum may have enough nicotine to make children and pets sick. Wrap used pieces of gum in paper and throw away in the trash. In case of overdose, get medical help or contact a Poison Control Center right away.

**Directions**

- if you are under 18 years of age, ask a doctor before use
- before using this product, read the enclosed User's Guide for complete directions and other important information
- begin using the gum on your quit day
- if you smoke your first cigarette within 30 minutes of waking up, use 4 mg nicotine gum
- if you smoke your first cigarette more than 30 minutes after waking up, use 2 mg nicotine gum according to the following 12 week schedule:

Weeks 1 to 6	Weeks 7 to 9	Weeks 10 to 12
1 piece every 1 to 2 hours	1 piece every 2 to 4 hours	1 piece every 4 to 8 hours

- nicotine gum is a medicine and must be used a certain way to get the best results
- chew the gum slowly until it tingles. Then park it between your cheek and gum. When the tingle is gone, begin chewing again, until the tingle returns.
- repeat this process until most of the tingle is gone (about 30 minutes)
- do not eat or drink for 15 minutes before chewing the nicotine gum, or while chewing a piece
- to improve your chances of quitting, use at least 9 pieces per day for the first 6 weeks
- if you experience strong or frequent cravings, you may use a second piece within the hour. However, do not continuously use one piece after another since this may cause you hiccups, heartburn, nausea or other side effects.
- do not use more than 24 pieces a day
- it is important to complete treatment. If you feel you need to use the gum for a longer period to keep from smoking, talk to your health care provider.

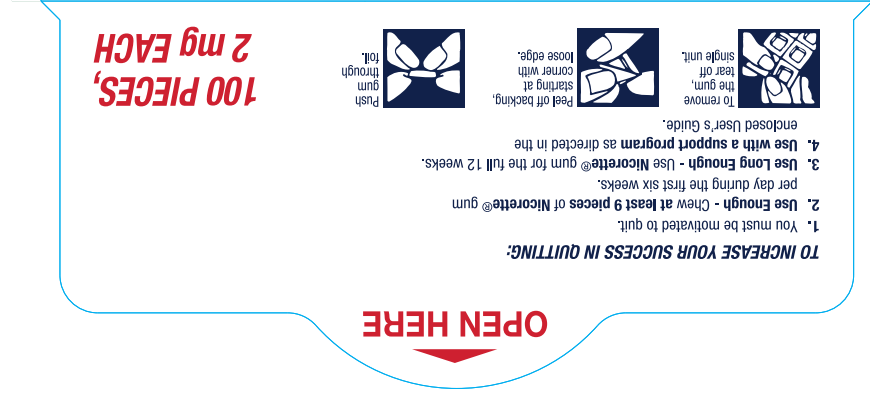
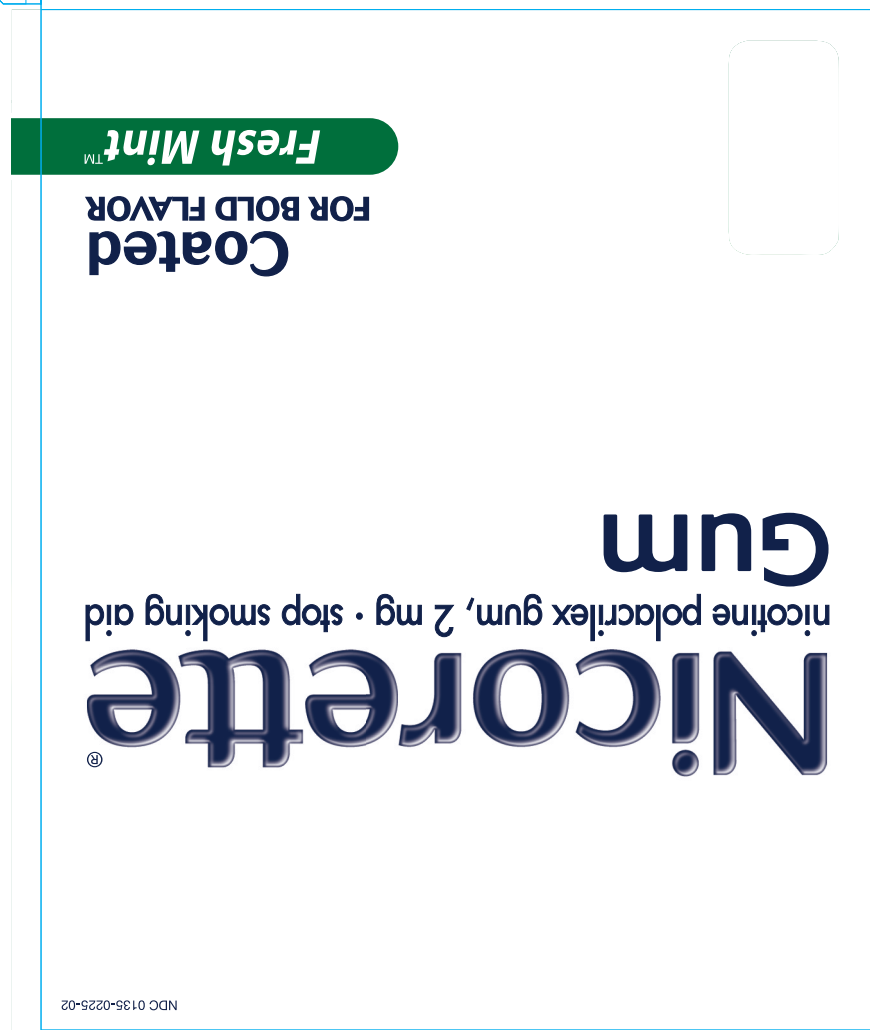
**Other information**

- each piece contains: calcium 94 mg, sodium 11 mg
- store at 20 - 25°C (68 - 77°F)      • protect from light and humidity

**Inactive ingredients**  
acacia, acesulfame potassium, carnauba wax, edible ink, gum base, hypromellose, magnesium oxide, menthol, natural and artificial cinnamon flavors, peppermint oil, polysorbate 80, sodium bicarbonate, sodium carbonate, sucralose, titanium dioxide, xylitol

**Questions or comments?** call toll-free 1-800-419-4766 (English/Spanish) weekdays (9:00 am - 4:30 pm ET)

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Bullets on same lines: end of statement separated from bulleted statement by two ems		Yes
Spacing of the hair lines from edge of box - i.e. Minimum of 2 spaces either side of Drug Fact Box		Yes
Tracking	0	Horizontal Scale: 82% -100%
Leading (Minimum space in body copy of Drug Facts)	6.5 pt.	Maximum Characters/Inch: 30
Barlines	1 pt.	Hairlines 0.5 pt.
<b>Primary Display Panel Info</b>		
Font size of Net Wt/Contents (Smallest character height in inches)		.0859 in.
PDP dimensions (in square inches)		15.75 sq. in.
Font size of Statement of Identity (If not live text, to be measured in Helvetica capital "M")		V n/a H N/A
Font size of Logo/Largest Copy on PDP (If not live text, to be measured in Helvetica capital "M")		V 39.25 pt. H N/A
Ratio of Statement of Identity to Logo/Largest Copy on PDP		
Statement of Identity (pt.) (Divided by) Largest Logo Copy (pt.)		V n/a% H N/A



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Statement of Identity (pt.) (Divided by) Largest Logo Copy (pt.)		V 25% H N/A

# Nicorette®

nicotine polacrilex gum, 2 mg • stop smoking aid

## Gum

### How To Open the Nicorette® Gum Blister Pack



To remove the gum, tear off single unit.



Peel off backing, starting at corner with loose edge.



Push gum through foil.

### Personalized Quit Plan

Visit [www.nicorette.com](http://www.nicorette.com) to enroll in a free, personalized quit plan. **Nicorette Committed Quitters®** is a personalized stop smoking program that will help you understand your smoking habits and determine how to best overcome your cravings. Track, target, and tame your temptations with **Nicorette Committed Quitters®**. Only available at [www.nicorette.com](http://www.nicorette.com)



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- proof of age required
- not for sale in vending machines or from any source where proof of age cannot be verified

#### TO INCREASE YOUR SUCCESS IN QUITTING:

1. You must be motivated to quit.
2. **Use Enough** - Chew at least 9 pieces of Nicorette® gum per day during the first six weeks.
3. **Use Long Enough** - Use Nicorette® gum for the full 12 weeks.
4. **Use with a support program** as directed in the enclosed User's Guide.

### Drug Facts

**Active ingredient (in each chewing piece)** **Purpose**  
Nicotine polacrilex (equal to 2 mg nicotine) ..... Stop smoking aid

**Use** • reduces withdrawal symptoms, including nicotine craving, associated with quitting smoking

#### Warnings

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- you get symptoms of nicotine overdose such as nausea, vomiting, dizziness, diarrhea, weakness and rapid heartbeat
- you have symptoms of an allergic reaction (such as difficulty breathing or rash)

**Keep out of reach of children and pets.** Pieces of nicotine gum may have enough nicotine to make children and pets sick. Wrap used pieces of gum in paper and throw away in the trash. In case of overdose, get medical help or contact a Poison Control Center right away.

#### Directions

- if you are under 18 years of age, ask a doctor before use

### Drug Facts (continued)

- before using this product, read the enclosed User's Guide for complete directions and other important information
- begin using the gum on your quit day
- **if you smoke your first cigarette within 30 minutes of waking up,** use 4 mg nicotine gum
- **if you smoke your first cigarette more than 30 minutes after waking up,** use 2 mg nicotine gum according to the following 12 week schedule:

Weeks 1 to 6	Weeks 7 to 9	Weeks 10 to 12
1 piece every 1 to 2 hours	1 piece every 2 to 4 hours	1 piece every 4 to 8 hours

- nicotine gum is a medicine and must be used a certain way to get the best results
- chew the gum slowly until it tingles. Then park it between your cheek and gum. When the tingle is gone, begin chewing again, until the tingle returns.
- repeat this process until most of the tingle is gone (about 30 minutes)
- do not eat or drink for 15 minutes before chewing the nicotine gum, or while chewing a piece
- to improve your chances of quitting, use at least 9 pieces per day for the first 6 weeks
- if you experience strong or frequent cravings, you may use a second piece within the hour. However, do not continuously use one piece after another since this may cause you hiccups, heartburn, nausea or other side effects.
- do not use more than 24 pieces a day
- it is important to complete treatment. If you feel you need to use the gum for a longer period to keep from smoking, talk to your health care provider.

#### Other information

- each piece contains: calcium 94 mg, sodium 11 mg
- store at 20 - 25°C (68 - 77°F)
- protect from light

#### Inactive ingredients

acacia, acesulfame potassium, carnauba wax, edible ink, gum base, magnesium oxide, menthol, peppermint oil, sodium bicarbonate, sodium carbonate, titanium dioxide, xylitol

**Questions or comments?** call toll-free 1-800-419-4766 (English/Spanish) weekdays (9:00 am - 4:30 pm ET)

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Lot:  
Exp:

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### GSK Regulatory Spec Box

Verified Date: 09.23.15

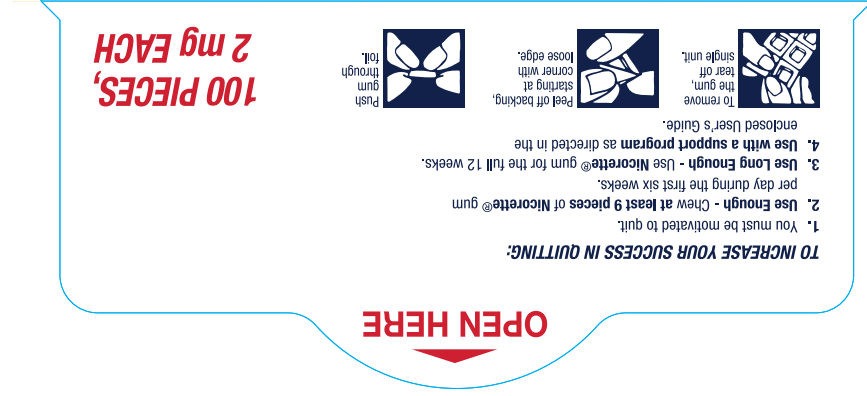
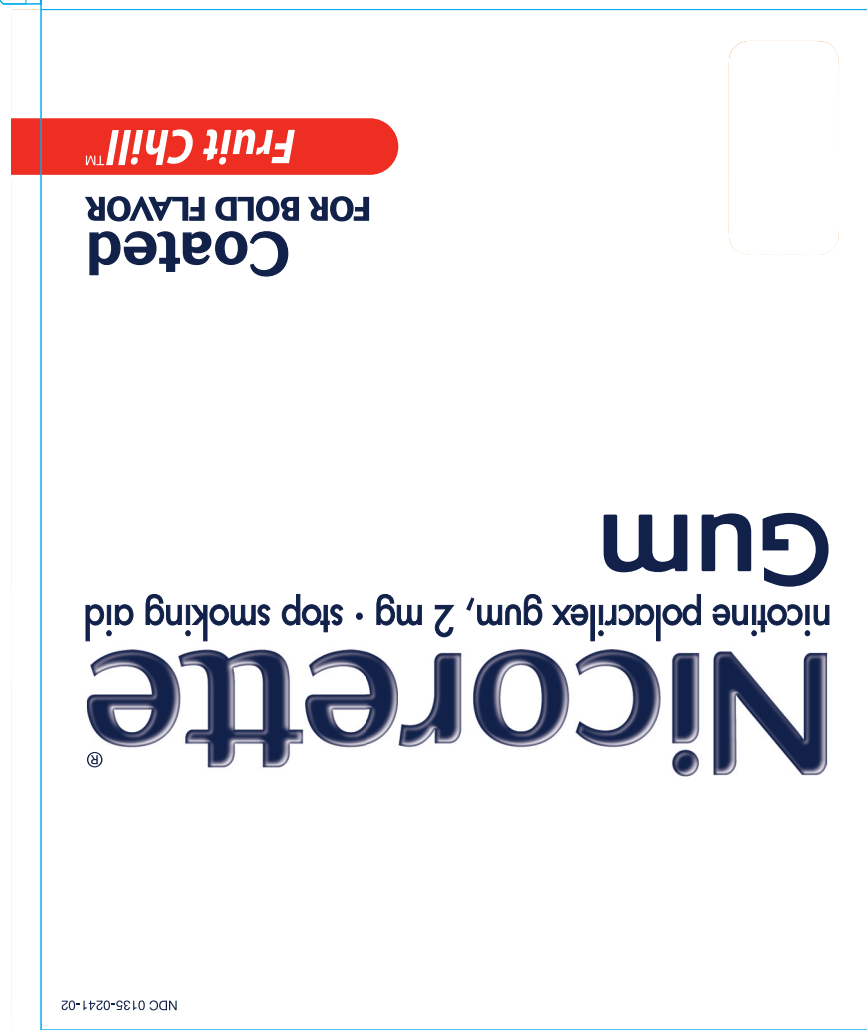
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Subheading	Font Name: Helvetica Neue 77 Bold Condensed	8.45 point type
Body text	Font Name: Helvetica Neue 57 Condensed/ Helvetica Neue 77 Bold Condensed	8.45 point type
Bullets	Font Name: Helvetica Neue 55 Roman	6.5 point type
Bullets on same lines: end of statement separated from bulleted statement by two ems		N/A
Spacing of the hair lines from edge of box – i.e. Minimum of 2 spaces either side of Drug Fact Box		Yes
Tracking	-4 to 0	Horizontal Scale: 100%
Leading (Minimum space in body copy of Drug Facts)	9 pt.	Maximum Characters/Inch: 21
Barlines	1.5 pt.	Hairlines .75 pt.

#### Primary Display Panel Info

Font size of Net Wt/Contents (Smallest character height in inches)	N/A
PDP dimensions (in square inches)	N/A
Font size of Statement of Identity (If not live text, to be measured in Helvetica capital "M")	V N/A H N/A
Font size of Logo/Largest Copy on PDP (If not live text, to be measured in Helvetica capital "M")	V N/A H N/A
Ratio of Statement of Identity to Logo/Largest Copy on PDP	
Statement of Identity (pt.) (Divided by) Largest Logo Copy (pt.)	V N/A H N/A





GSK Regulatory Spec Box		Verified Date: 09.23.15
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Body text	Font Name: Helvetica Neue 57 Condensed/ Helvetica Neue 77 Bold Condensed	6.5 point type
Bullets	Font Name: Helvetica Neue 55 Roman	5 point type
Bullets on same lines: end of statement separated from bulleted statement by two ems		N/A
Spacing of the hair lines from edge of box - i.e. Minimum of 2 spaces either side of Drug Fact Box		Yes
Tracking	0	Horizontal Scale: 100%
Leading (Minimum space in body copy of Drug Facts)	6.75 pt.	Maximum Characters/Inch: 30
Barlines	1 pt.	Hairlines 0.5 pt.
<b>Primary Display Panel Info</b>		
Font size of Net Wt/Contents (Smallest character height in inches)		0.1413 in.
PDP dimensions (in square inches)		23.02 sq. in.
Font size of Statement of Identity (If not live text, to be measured in Helvetica capital "M")		V 16.11 pt. H N/A
Font size of Logo/Largest Copy on PDP (If not live text, to be measured in Helvetica capital "M")		V 63.56 pt. H N/A
Ratio of Statement of Identity to Logo/Largest Copy on PDP		
Statement of Identity (pt.) (Divided by) Largest Logo Copy (pt.)		V 25% H N/A

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PLACE ANTI-THEFT STICKER HERE

THEFT SURVEILLANCE TAG AREA

**Drug Facts** (continued)

**Other information**

- each piece contains: calcium 94 mg, sodium 11 mg
- store at 20 - 25°C (68 - 77°F)
- protect from light

**Inactive ingredients**

acacia, acetylsulfone potassium, carnauba wax, edible ink, flavor, gum base, hypromellose, magnesium oxide, menthol, peppermint oil, polysorbate 80, sodium bicarbonate, sodium carbonate, sucralose, titanium dioxide, xylitol

**Questions or comments?** call toll-free 1-800-419-4766 (English/Spanish) weekdays (9:00 am - 4:30 pm ET)

**Drug Facts**

**Active ingredient (in each chewing piece)** Nicotine polacrilex (equal to 2 mg nicotine).....

**Purpose** Stop smoking aid

**Use** • reduces withdrawal symptoms, including nicotine craving, associated with quitting smoking

**Warnings**

If you are pregnant or breast-feeding, only use this medicine on the advice of your health care provider. Smoking can seriously harm your child. Try to stop smoking without using any nicotine replacement medicine. This medicine is believed to be safer than smoking. However, the risks to your child from this medicine are not fully known.

**Ask a doctor before use if you have**

- a sodium-restricted diet
- heart disease, recent heart attack, or irregular heartbeat. Nicotine can increase your heart rate.
- high blood pressure not controlled with medication. Nicotine can increase blood pressure.
- stomach ulcer or diabetes
- history of seizures

**Ask a doctor or pharmacist before use if you are**

- using a non-nicotine stop smoking drug
- taking prescription medicine for depression or asthma. Your prescription dose may need to be adjusted.

**Stop use and ask a doctor if**

- mouth, teeth or jaw problems occur
- irregular heartbeat or palpitations occur
- you get symptoms of nicotine overdose such as nausea, vomiting, dizziness, diarrhea, weakness and rapid heartbeat
- you have symptoms of an allergic reaction (such as difficulty breathing or rash)

**Keep out of reach of children and pets.** Pieces of nicotine gum may have enough nicotine to make children and pets sick. Wrap used pieces of gum in paper and throw away in the trash. In case of overdose, get medical help or contact a Poison Control Center right away.

**Directions**

- if you are under 18 years of age, ask a doctor before use
- before using this product, read the enclosed User's Guide for complete directions and other important information
- begin using the gum on your quit day
- if you smoke your first cigarette within 30 minutes of waking up, use 4 mg nicotine gum
- if you smoke your first cigarette more than 30 minutes after waking up, use 2 mg nicotine gum according to the following 12 week schedule:

Weeks 1 to 6	Weeks 7 to 9	Weeks 10 to 12
1 piece every 1 to 2 hours	1 piece every 2 to 4 hours	1 piece every 4 to 8 hours

- nicotine gum is a medicine and must be used a certain way to get the best results
- chew the gum slowly until it tingles. Then park it between your cheek and gum. When the tingle is gone, begin chewing again, until the tingle returns.
- repeat this process until most of the tingle is gone (about 30 minutes)
- do not eat or drink for 15 minutes before chewing the nicotine gum, or while chewing a piece
- to improve your chances of quitting, use at least 9 pieces per day for the first 6 weeks
- if you experience strong or frequent cravings, you may use a second piece within the hour. However, do not continuously use one piece after another since this may cause you hiccups, heartburn, nausea or other side effects.
- do not use more than 24 pieces a day
- it is important to complete treatment. If you feel you need to use the gum for a longer period to keep from smoking, talk to your health care provider.

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**EAS Tagged**

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# Nicorette®

## Fruit Chill® Gum

■ not for sale to those under 18 years of age  
 ■ proof of age required  
 ■ not for sale in vending machines or from any source where proof of age cannot be verified

This product is protected in sealed blisters.  
**Do not use if individual blisters or printed backings are broken, open, or torn.**

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**GlaxoSmithKline** Consumer Healthcare, L.P.  
 Moon Township, PA 15108 Made in Sweden  
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For more information and for a FREE individualized stop smoking program, please visit [www.Nicorette.com](http://www.Nicorette.com) or see inside for more details.

Free Audio CD upon request. See inside.

# Nicorette®

## Fruit Chill® Gum

160 PIECES, 2 mg EACH

**TO INCREASE YOUR SUCCESS IN QUITTING:**

- You must be motivated to quit.
- Use Enough - Chew at least 6 pieces of Nicorette® gum per day during the first six weeks.
- Use Long Enough - Use Nicorette® gum for the full 12 weeks.
- Use with a support program as directed in the enclosed User's Guide.

Coated FOR BOLD FLAVOR

Fruit Chill™

# Nicorette®

nicotine polacrilex gum, 2 mg • stop smoking aid

Gum

NDC 0135-0241-05

GSK Regulatory Spec Box		Verified Date: 09.24.15
<b>Drug Facts Info</b>		
<b>Drug Facts</b> (Title)	Font Name: Helvetica Neue 76 Bold Italic	14 point type
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Bullets on same lines: end of statement separated from bulleted statement by two ems		N/A
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Tracking	0	Horizontal Scale: 100%
Leading (Minimum space in body copy of Drug Facts)	6.75 pt.	Maximum Characters/Inch: 30
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<b>Primary Display Panel Info</b>		
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Ratio of Statement of Identity to Logo/Largest Copy on PDP		
Statement of Identity (pt.) (Divided by) Largest Logo Copy (pt.)		V 25% H N/A

# Nicorette<sup>®</sup>

nicotine polacrilex gum, 2 mg • stop smoking aid

## Gum

### How To Open the Nicorette<sup>®</sup> Gum Blister Pack



To remove the gum, tear off single unit.



Peel off backing, starting at corner with loose edge.



Push gum through foil.

### Personalized Quit Plan



Visit [www.nicorette.com](http://www.nicorette.com) to enroll in a free, personalized quit plan. **Nicorette Committed Quitters<sup>®</sup>** is a personalized stop smoking program that will help you understand your smoking habits and determine how to best overcome your cravings. Track, target, and tame your temptations with **Nicorette Committed Quitters<sup>®</sup>**. Only available at [www.nicorette.com](http://www.nicorette.com)

- not for sale to those under 18 years of age
- proof of age required
- not for sale in vending machines or from any source where proof of age cannot be verified

#### TO INCREASE YOUR SUCCESS IN QUITTING:

1. You must be motivated to quit.
2. **Use Enough** - Chew at least 9 pieces of Nicorette<sup>®</sup> gum per day during the first six weeks.
3. **Use Long Enough** - Use Nicorette<sup>®</sup> gum for the full 12 weeks.
4. **Use with a support program** as directed in the enclosed User's Guide.

### Drug Facts

**Active ingredient (in each chewing piece)** ..... **Purpose**  
Nicotine polacrilex (equal to 2 mg nicotine) ..... Stop smoking aid

**Use** • reduces withdrawal symptoms, including nicotine craving, associated with quitting smoking

#### Warnings

**If you are pregnant or breast-feeding, only use this medicine on the advice of your health care provider.** Smoking can seriously harm your child. Try to stop smoking without using any nicotine replacement medicine. This medicine is believed to be safer than smoking. However, the risks to your child from this medicine are not fully known.

#### Ask a doctor before use if you have

- a sodium-restricted diet
- heart disease, recent heart attack, or irregular heartbeat. Nicotine can increase your heart rate.
- high blood pressure not controlled with medication. Nicotine can increase blood pressure.
- stomach ulcer or diabetes
- history of seizures

#### Ask a doctor or pharmacist before use if you are

- using a non-nicotine stop smoking drug
- taking prescription medicine for depression or asthma. Your prescription dose may need to be adjusted.

#### Stop use and ask a doctor if

- mouth, teeth or jaw problems occur
- irregular heartbeat or palpitations occur
- you get symptoms of nicotine overdose such as nausea, vomiting, dizziness, diarrhea, weakness and rapid heartbeat
- you have symptoms of an allergic reaction (such as difficulty breathing or rash)

**Keep out of reach of children and pets.** Pieces of nicotine gum may have enough nicotine to make children and pets sick. Wrap used pieces of gum in paper and throw away in the trash. In case of overdose, get medical help or contact a Poison Control Center right away.

#### Directions

- if you are under 18 years of age, ask a doctor before use

### Drug Facts (continued)

- before using this product, read the enclosed User's Guide for complete directions and other important information
- begin using the gum on your quit day
- **if you smoke your first cigarette within 30 minutes of waking up,** use 4 mg nicotine gum
- **if you smoke your first cigarette more than 30 minutes after waking up,** use 2 mg nicotine gum according to the following 12 week schedule:

Weeks 1 to 6	Weeks 7 to 9	Weeks 10 to 12
1 piece every 1 to 2 hours	1 piece every 2 to 4 hours	1 piece every 4 to 8 hours

- nicotine gum is a medicine and must be used a certain way to get the best results
- chew the gum slowly until it tingles. Then park it between your cheek and gum. When the tingle is gone, begin chewing again, until the tingle returns.
- repeat this process until most of the tingle is gone (about 30 minutes)
- do not eat or drink for 15 minutes before chewing the nicotine gum, or while chewing a piece
- to improve your chances of quitting, use at least 9 pieces per day for the first 6 weeks
- if you experience strong or frequent cravings, you may use a second piece within the hour. However, do not continuously use one piece after another since this may cause you hiccups, heartburn, nausea or other side effects.
- do not use more than 24 pieces a day
- it is important to complete treatment. If you feel you need to use the gum for a longer period to keep from smoking, talk to your health care provider.

#### Other information

- each piece contains: calcium 94 mg, sodium 11 mg
- store at 20 - 25°C (68 - 77°F)
- protect from light

#### Inactive ingredients

acacia, acesulfame potassium, carnauba wax, edible ink, flavor, gum base, hypromellose, magnesium oxide, menthol, peppermint oil, polysorbate 80, sodium bicarbonate, sodium carbonate, sucralose, titanium dioxide, xylitol

**Questions or comments?** call toll-free 1-800-419-4766 (English/Spanish) weekdays (9:00 am - 4:30 pm ET)

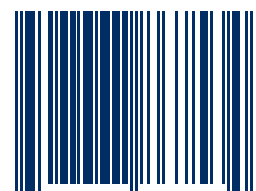
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### GSK Regulatory Spec Box

Verified Date: 09.24.15

#### Drug Facts Info

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<b>Drug Facts</b> (continued)	Font Name: Helvetica Neue 76 Bold Italic/Helvetica Neue 57 Condensed	11 point type
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Subheading	Font Name: Helvetica Neue 77 Bold Condensed	8.45 point type
Body text	Font Name: Helvetica Neue 57 Condensed/ Helvetica Neue 77 Bold Condensed	8.45 point type
Bullets	Font Name: Helvetica Neue 55 Roman	6.5 point type
Bullets on same lines: end of statement separated from bulleted statement by two ems		N/A
Spacing of the hair lines from edge of box – i.e. Minimum of 2 spaces either side of Drug Fact Box		Yes
Tracking	-4 to 0	Horizontal Scale: 100%
Leading (Minimum space in body copy of Drug Facts)	9 pt.	Maximum Characters/Inch: 21
Barlines	1.5 pt.	Hairlines .75 pt.

#### Primary Display Panel Info

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PDP dimensions (in square inches)	N/A
Font size of Statement of Identity (If not live text, to be measured in Helvetica capital "M")	V N/A H N/A
Font size of Logo/Largest Copy on PDP (If not live text, to be measured in Helvetica capital "M")	V N/A H N/A
Ratio of Statement of Identity to Logo/Largest Copy on PDP	
Statement of Identity (pt.) (Divided by) Largest Logo Copy (pt.)	V N/A H N/A



GSK Regulatory Spec Box		Verified Date: 09.24.15
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Headings	Font Name: Helvetica Neue 76 Bold Italic	8 point type
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Spacing of the hair lines from edge of box – i.e. Minimum of 2 spaces either side of Drug Fact Box		Yes
Tracking	0	Horizontal Scale: 100%
Leading (Minimum space in body copy of Drug Facts)	6.5 pt.	Maximum Characters/Inch: 30
Barlines	1 pt.	Hairlines 0.5 pt.
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Font size of Logo/Largest Copy on PDP (If not live text, to be measured in Helvetica capital "M")		V n/a. H 32.5 pt.
Ratio of Statement of Identity to Logo/Largest Copy on PDP		
Statement of Identity (pt.) (Divided by) Largest Logo Copy (pt.)		V n/a H 25%

Go to [www.nicorette.com](http://www.nicorette.com)  
for additional support and offers

**SAVE \$5.00**  
on any  
**Nicorette® Gum**  
100 Pieces or Larger



**MANUFACTURER'S COUPON** | **EXPIRES 12/31/2017**

**Redeemable at food, drug and mass merchandise stores. CONSUMER:** Limit 1 coupon per purchase of indicated product(s). You pay any sales tax. You are not eligible for this offer if reimbursement for the product will be sought from any federal or state healthcare program, including Medicare or Medicaid, or any similar federal or state programs, including any state pharmaceutical assistance program, or under any private insurance, HMO, or other third-party payment arrangement. **RETAILER:** GSK will reimburse you the face value of this coupon plus 12¢ Handling Fee, if submitted in compliance with our Redemption Policy. Copy available upon request. Cash value 1/100 of 1¢. Coupon is void if altered, transferred, exchanged, sold or auctioned, copied or if prohibited by law. Good only in USA and at APDs. **Send coupons to:** GSK Consumer Healthcare, P.O. Box 880658, El Paso, Texas 88588-0658. ©2014 GSK. Read and follow label directions.

030766-074218



**Drug Facts**

**Active ingredient (in each chewing piece) Purpose**  
 Nicotine polacriflex (equal to 2 mg nicotine).....Stop smoking aid

**Use** • reduces withdrawal symptoms, including nicotine craving, associated with quitting smoking

**Warnings**  
**If you are pregnant or breast-feeding, only use this medicine on the advice of your health care provider.** Smoking can seriously harm your child. Try to stop smoking without using any nicotine replacement medicine. This medicine is believed to be safer than smoking. However, the risks to your child from this medicine are not fully known.

**Ask a doctor before use if you have**

- a sodium-restricted diet
- heart disease, recent heart attack, or irregular heartbeat. Nicotine can increase your heart rate.
- high blood pressure not controlled with medication. Nicotine can increase blood pressure.
- stomach ulcer or diabetes
- history of seizures

**Ask a doctor or pharmacist before use if you are**

- using a non-nicotine stop smoking drug
- taking prescription medicine for depression or asthma. Your prescription dose may need to be adjusted.

**Stop use and ask a doctor if**

- mouth, teeth or jaw problems occur
- irregular heartbeat or palpitations occur
- you get symptoms of nicotine overdose such as nausea, vomiting, dizziness, diarrhea, weakness and rapid heartbeat
- you have symptoms of an allergic reaction (such as difficulty breathing or rash)

**Flip open for Directions and additional information**  
**Retain this package for complete product information**

■ not for sale to those under 18 years of age  
 ■ proof of age required  
 ■ not for sale in vending machines or from any source where proof of age cannot be verified

The gum is contained in a carton packaged inside a clear plastic outer container sealed to a printed card. The inner carton has a clear overwrap. **DO NOT USE IF ANY OF THESE TAMPER EVIDENT FEATURES ARE MISSING, TORN, OR BROKEN.**

Lot Exp

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**\$5.00**  
 Coupon Inside

NDC 0135-0241-08

**Nicorette®**

**Gum** 20 PIECES, 2 mg EACH  
 (1 Pocket Pack of 20)

**TO INCREASE YOUR SUCCESS IN QUITTING:**

1. You must be motivated to quit.
2. **Use Enough** - Chew at least 9 pieces of Nicorette gum per day during the first six weeks.
3. **Use Long Enough** - Use Nicorette gum for the full 12 weeks.
4. **Use with a support program** as directed in the enclosed User's Guide.

**How To Open the Nicorette Gum Pocket Pack**

1. Gently push tab on side.
2. Pull up forcefully, pulling open box.
3. Dispense Nicorette Gum and follow dosing instructions.

For more information and for a FREE individualized stop smoking program, please visit [www.Nicorette.com](http://www.Nicorette.com) or see inside for more details.  
 Free Audio CD upon request. See inside.

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**Drug Facts (continued)**

**Keep out of reach of children and pets.** Pieces of nicotine gum may have enough nicotine to make children and pets sick. Wrap used pieces of gum in paper and throw away in the trash. In case of overdose, get medical help or contact a Poison Control Center right away.

**Directions**

- if you are under 18 years of age, ask a doctor before use
- before using this product, read the enclosed User's Guide for complete directions and other important information
- begin using the gum on your quit day
- if you smoke your first cigarette within 30 minutes of waking up, use 4 mg nicotine gum
- if you smoke your first cigarette more than 30 minutes after waking up, use 2 mg nicotine gum according to the following 12 week schedule:

Weeks 1 to 6	Weeks 7 to 9	Weeks 10 to 12
1 piece every 1 to 2 hours	1 piece every 2 to 4 hours	1 piece every 4 to 8 hours

- nicotine gum is a medicine and must be used a certain way to get the best results
- chew the gum slowly until it tingles. Then park it between your cheek and gum. When the tingle is gone, begin chewing again, until the tingle returns.
- repeat this process until most of the tingle is gone (about 30 minutes)
- do not eat or drink for 15 minutes before chewing the nicotine gum, or while chewing a piece
- to improve your chances of quitting, use at least 9 pieces per day for the first 6 weeks
- if you experience strong or frequent cravings, you may use a second piece within the hour. However, do not continuously use one piece after another since this may cause you hiccups, heartburn, nausea or other side effects.
- do not use more than 24 pieces a day
- it is important to complete treatment. If you feel you need to use the gum for a longer period to keep from smoking, talk to your health care provider.

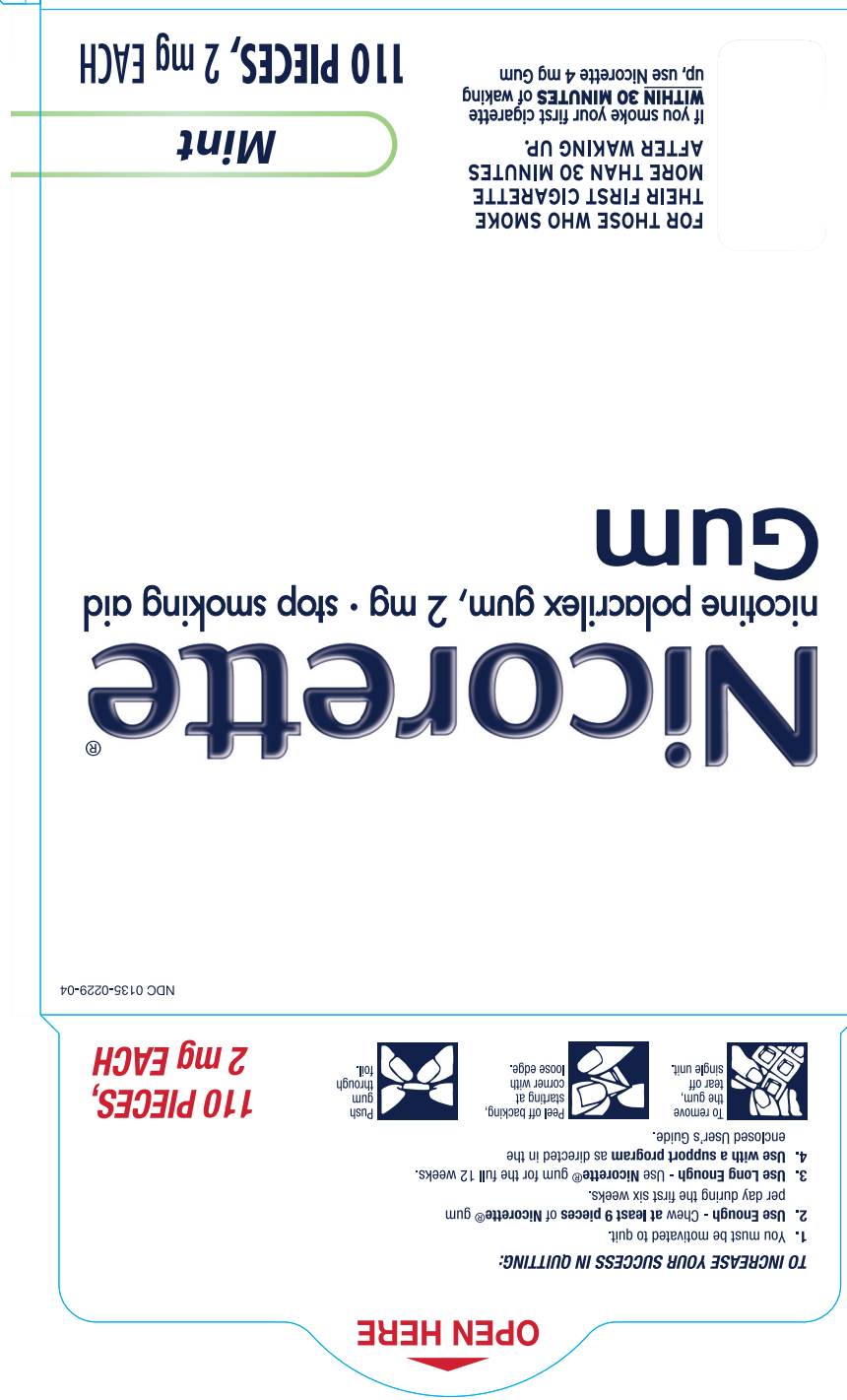
**Other information**

- each piece contains: calcium 94 mg, sodium 11 mg
- store at 20 - 25°C (68 - 77°F) • protect from light and humidity

**Inactive ingredients**  
 acacia, acesulfame potassium, carnauba wax, edible ink, flavor, gum base, hypromellose, magnesium oxide, menthol, peppermint oil, polysorbate 80, sodium bicarbonate, sodium carbonate, sucralose, titanium dioxide, xylitol

**Questions or comments?** call toll-free 1-800-419-4766 (English/Spanish) weekdays (9:00 am - 4:30 pm ET)

GSK Regulatory Spec Box		Verified Date: 09.24.15
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Drug Facts (continued)	Font Name: Helvetica Neue 76 Bold Italic/Helvetica Neue 57 Condensed	8.1 point type
Headings	Font Name: Helvetica Neue 76 Bold Italic	8 point type
Subheading	Font Name: Helvetica Neue 77 Bold Condensed	6 point type
Body text	Font Name: Helvetica Neue 57 Condensed/ Helvetica Neue 77 Bold Condensed	6 point type
Bullets	Font Name: Helvetica Neue 55 Roman	5 point type
Bullets on same lines: end of statement separated from bulleted statement by two ems		Yes
Spacing of the hair lines from edge of box – i.e. Minimum of 2 spaces either side of Drug Fact Box		Yes
Tracking	0	Horizontal Scale: 82% -100%
Leading (Minimum space in body copy of Drug Facts)	6.5 pt.	Maximum Characters/Inch: 30
Barlines	1 pt.	Hairlines 0.5 pt.
<b>Primary Display Panel Info</b>		
Font size of Net Wt/Contents (Smallest character height in inches)		.0859 in.
PDP dimensions (in square inches)		15.75 sq. in.
Font size of Statement of Identity (If not live text, to be measured in Helvetica capital "M")		V n/a H N/A
Font size of Logo/Largest Copy on PDP (If not live text, to be measured in Helvetica capital "M")		V 39.25 pt. H N/A
Ratio of Statement of Identity to Logo/Largest Copy on PDP		
Statement of Identity (pt.) (Divided by) Largest Logo Copy (pt.)		V n/a% H N/A



GSK Regulatory Spec Box		Verified Date: 09.23.15
<b>Drug Facts Info</b>		
<b>Drug Facts (Title)</b>	Font Name: Helvetica Neue 76 Bold Italic	14 point type
<b>Drug Facts (continued)</b>	Font Name: Helvetica Neue 76 Bold Italic/Helvetica Neue 57 Condensed	8.1 point type
<b>Headings</b>	Font Name: Helvetica Neue 76 Bold Italic	8 point type
<b>Subheading</b>	Font Name: Helvetica Neue 77 Bold Condensed	6.5 point type
<b>Body text</b>	Font Name: Helvetica Neue 57 Condensed/ Helvetica Neue 77 Bold Condensed	6.5 point type
<b>Bullets</b>	Font Name: Helvetica Neue 55 Roman	5 point type
Bullets on same lines: end of statement separated from bulleted statement by two ems		N/A
Spacing of the hair lines from edge of box - i.e. Minimum of 2 spaces either side of Drug Fact Box		Yes
<b>Tracking</b>	0	Horizontal Scale: 100%
<b>Leading (Minimum space in body copy of Drug Facts)</b>	6.75 pt.	Maximum Characters/Inch: 30
<b>Barlines</b>	1 pt.	Hairlines 0.5 pt.
<b>Primary Display Panel Info</b>		
Font size of Net Wt/Contents (Smallest character height in inches)		0.1413 in.
PDP dimensions (in square inches)		23.02 sq. in.
Font size of Statement of Identity (If not live text, to be measured in Helvetica capital "M")		V 16.11 pt. H N/A
Font size of Logo/Largest Copy on PDP (If not live text, to be measured in Helvetica capital "M")		V 63.56 pt. H N/A
Ratio of Statement of Identity to Logo/Largest Copy on PDP		
Statement of Identity (pt.) (Divided by) Largest Logo Copy (pt.)		V 25% H N/A



GSK Regulatory Spec Box		Verified Date: 09.23.15
<b>Drug Facts Info</b>		
Drug Facts (Title)	Font Name: Helvetica Neue 76 Bold Italic	14 point type
Drug Facts (continued)	Font Name: Helvetica Neue 76 Bold Italic/Helvetica Neue 57 Condensed	8.1 point type
Headings	Font Name: Helvetica Neue 76 Bold Italic	8 point type
Subheading	Font Name: Helvetica Neue 77 Bold Condensed	6.5 point type
Body text	Font Name: Helvetica Neue 57 Condensed/ Helvetica Neue 77 Bold Condensed	6.5 point type
Bullets	Font Name: Helvetica Neue 55 Roman	5 point type
Bullets on same lines: end of statement separated from bulleted statement by two ems		
Spacing of the hair lines from edge of box – i.e. Minimum of 2 spaces either side of Drug Fact Box		
Tracking		0
Horizontal Scale:		100%
Leading (Minimum space in body copy of Drug Facts)		6.75 pt.
Maximum Characters/Inch:		30
Barlines		1 pt.
Hairlines		0.5 pt.
<b>Primary Display Panel Info</b>		
Font size of Net Wt/Contents (Smallest character height in inches)		0.1413 in.
PDP dimensions (in square inches)		23.02 sq. in.
Font size of Statement of Identity (If not live text, to be measured in Helvetica capital "M")		V 16,11 pt. H N/A
Font size of Logo/Largest Copy on PDP (If not live text, to be measured in Helvetica capital "M")		V 63.56 pt. H N/A
Ratio of Statement of Identity to Logo/Largest Copy on PDP		
Statement of Identity (pt.) (Divided by) Largest Logo Copy (pt.)		V 25% H N/A



THEFT SURVEILLANCE TAG AREA

PLACE ANTI-THEFT STICKER HERE

Lot: \_\_\_\_\_  
Exp: \_\_\_\_\_

**Drug Facts (continued)**

**Other information**

- each piece contains: calcium 117 mg, sodium 13 mg
- store at 20 - 25°C (68 - 77°F)
- protect from light

**Inactive ingredients**

flavors, glycerin, gum base, sodium bicarbonate, sodium carbonate, sorbitol

**Questions or comments?**  
call toll-free 1-800-419-4766 (English/Spanish) weekdays (9:00 am - 4:30 pm ET)

**Drug Facts**

**Active ingredient (in each chewing piece)**  
Nicotine polacrilex (equal to 2 mg nicotine).....

**Purpose**  
Stop smoking aid

**Use** • reduces withdrawal symptoms, including nicotine craving, associated with quitting smoking

**Warnings**  
**If you are pregnant or breast-feeding, only use this medicine on the advice of your health care provider.** Smoking can seriously harm your child. Try to stop smoking without using any nicotine replacement medicine. This medicine is believed to be safer than smoking. However, the risks to your child from this medicine are not fully known.

**Ask a doctor before use if you have**

- a sodium-restricted diet
- heart disease, recent heart attack, or irregular heartbeat. Nicotine can increase your heart rate.
- high blood pressure not controlled with medication. Nicotine can increase blood pressure.
- stomach ulcer or diabetes
- history of seizures

**Ask a doctor or pharmacist before use if you are**

- using a non-nicotine stop smoking drug
- taking prescription medicine for depression or asthma. Your prescription dose may need to be adjusted.

**Stop use and ask a doctor if**

- mouth, teeth or jaw problems occur
- irregular heartbeat or palpitations occur
- you get symptoms of nicotine overdose such as nausea, vomiting, dizziness, diarrhea, weakness and rapid heartbeat
- you have symptoms of an allergic reaction (such as difficulty breathing or rash)

**Keep out of reach of children and pets.** Pieces of nicotine gum may have enough nicotine to make children and pets sick. Wrap used pieces of gum in paper and throw away in the trash. In case of overdose, get medical help or contact a Poison Control Center right away.

**Directions**

- if you are under 18 years of age, ask a doctor before use**
- before using this product, read the enclosed User's Guide for complete directions and other important information
- begin using the gum on your quit day
- if you smoke your first cigarette within 30 minutes of waking up, use 4 mg nicotine gum**
- if you smoke your first cigarette more than 30 minutes after waking up, use 2 mg nicotine gum** according to the following 12 week schedule:

Weeks 1 to 6	Weeks 7 to 9	Weeks 10 to 12
1 piece every 1 to 2 hours	1 piece every 2 to 4 hours	1 piece every 4 to 8 hours

- nicotine gum is a medicine and must be used a certain way to get the best results
- chew the gum slowly until it tingles. Then park it between your cheek and gum. When the tingle is gone, begin chewing again, until the tingle returns.
- repeat this process until most of the tingle is gone (about 30 minutes)
- do not eat or drink for 15 minutes before chewing the nicotine gum, or while chewing a piece
- to improve your chances of quitting, use at least 9 pieces per day for the first 6 weeks
- if you experience strong or frequent cravings, you may use a second piece within the hour. However, do not continuously use one piece after another since this may cause you hiccups, heartburn, nausea or other side effects.
- do not use more than 24 pieces a day
- it is important to complete treatment. If you feel you need to use the gum for a longer period to keep from smoking, talk to your health care provider.

EAS Tagged

①

3 0766-7845-08 2

**Nicorette®**  
Original Gum

- not for sale to those under 18 years of age
- proof of age required
- not for sale in vending machines or from any source where proof of age cannot be verified

This product is protected in sealed blisters. Do not use if individual blisters or printed backings are broken, open, or torn.

Distributed by  
**GlaxoSmithKline** Consumer Healthcare, L.P.  
Moon Township, PA 15108  
Made in Sweden

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For more information and for a FREE individualized stop smoking program, please visit [www.Nicorette.com](http://www.Nicorette.com) or see inside for more details.

Free Audio CD upon request. See inside.

**Nicorette®**  
Original Gum

**Original**  
110 PIECES, 2 mg EACH

FOR THOSE WHO SMOKE  
THEIR FIRST CIGARETTE  
MORE THAN 30 MINUTES  
AFTER WAKING UP.  
If you smoke your first cigarette  
WITHIN 30 MINUTES of waking  
up, use Nicorette 4 mg Gum

**Nicorette®**  
nicotine polacrilex gum, 2 mg • stop smoking aid  
Gum

NDC 0135-0157-07

**110 PIECES,  
2 mg EACH**



**TO INCREASE YOUR SUCCESS IN QUITTING:**

1. You must be motivated to quit.
2. Use Enough - Chew at least 9 pieces of Nicorette® gum per day during the first six weeks.
3. Use Long Enough - Use Nicorette® gum for the full 12 weeks.
4. Use with a support program as directed in the enclosed User's Guide.

**OPEN HERE**

GSK Regulatory Spec Box		Verified Date: 09.24.15
<b>Drug Facts Info</b>		
<b>Drug Facts (Title)</b>	Font Name: Helvetica Neue 76 Bold Italic	14 point type
<b>Drug Facts (continued)</b>	Font Name: Helvetica Neue 76 Bold Italic/Helvetica Neue 57 Condensed	8.1 point type
<b>Headings</b>	Font Name: Helvetica Neue 76 Bold Italic	8 point type
<b>Subheading</b>	Font Name: Helvetica Neue 77 Bold Condensed	6.5 point type
<b>Body text</b>	Font Name: Helvetica Neue 57 Condensed/ Helvetica Neue 77 Bold Condensed	6.5 point type
<b>Bullets</b>	Font Name: Helvetica Neue 55 Roman	5 point type
Bullets on same lines: end of statement separated from bulleted statement by two ems		N/A
Spacing of the hair lines from edge of box - i.e. Minimum of 2 spaces either side of Drug Fact Box		Yes
<b>Tracking</b>	0	Horizontal Scale: 100%
<b>Leading (Minimum space in body copy of Drug Facts)</b>	6.75 pt.	Maximum Characters/Inch: 30
<b>Barlines</b>	1 pt.	Hairlines: 0.5 pt.
<b>Primary Display Panel Info</b>		
Font size of Net Wt/Contents (Smallest character height in inches)		0.1413 in.
PDP dimensions (in square inches)		23.02 sq. in.
Font size of Statement of Identity (If not live text, to be measured in Helvetica capital "M")		V 16.11 pt. H N/A
Font size of Logo/Largest Copy on PDP (If not live text, to be measured in Helvetica capital "M")		V 63.56 pt. H N/A
Ratio of Statement of Identity to Logo/Largest Copy on PDP		
Statement of Identity (pt.) (Divided by) Largest Logo Copy (pt.)		V 25% H N/A

PLACE  
ANTI-THEFT  
STICKER  
HERE

THEFT SURVEILLANCE TAG AREA

**Drug Facts (continued)**

**Other information**

- each piece contains: calcium 117 mg, sodium 13 mg
- store at 20 - 25°C (68 - 77°F)
- protect from light

**Inactive ingredients**

flavors, glycerin, gum base, sodium bicarbonate, sodium carbonate, sorbitol

**Questions or comments?** call toll-free 1-800-419-4766 (English/Spanish) weekdays 9:00 am - 4:30 pm ET

**Drug Facts**

**Active ingredient (in each chewing piece)** Nicotine polacrilex (equal to 2 mg nicotine)..... **Purpose** Stop smoking aid

**Use** • reduces withdrawal symptoms, including nicotine craving, associated with quitting smoking

**Warnings**

**If you are pregnant or breast-feeding, only use this medicine on the advice of your health care provider.** Smoking can seriously harm your child. Try to stop smoking without using any nicotine replacement medicine. This medicine is believed to be safer than smoking. However, the risks to your child from this medicine are not fully known.

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- high blood pressure not controlled with medication. Nicotine can increase blood pressure.
- stomach ulcer or diabetes
- history of seizures

**Ask a doctor or pharmacist before use if you are**

- using a non-nicotine stop smoking drug
- taking prescription medicine for depression or asthma. Your prescription dose may need to be adjusted.

**Stop use and ask a doctor if**

- mouth, teeth or jaw problems occur
- irregular heartbeat or palpitations occur
- you get symptoms of nicotine overdose such as nausea, vomiting, dizziness, diarrhea, weakness and rapid heartbeat
- you have symptoms of an allergic reaction (such as difficulty breathing or rash)

**Keep out of reach of children and pets.** Pieces of nicotine gum may have enough nicotine to make children and pets sick. Wrap used pieces of gum in paper and throw away in the trash. In case of overdose, get medical help or contact a Poison Control Center right away.

**Directions**

- if you are under 18 years of age, ask a doctor before use**
- before using this product, read the enclosed User's Guide for complete directions and other important information
- begin using the gum on your quit day
- if you smoke your first cigarette within 30 minutes of waking up,** use 4 mg nicotine gum
- if you smoke your first cigarette more than 30 minutes after waking up,** use 2 mg nicotine gum according to the following 12 week schedule:

Weeks 1 to 6	Weeks 7 to 9	Weeks 10 to 12
1 piece every 1 to 2 hours	1 piece every 2 to 4 hours	1 piece every 4 to 8 hours

- nicotine gum is a medicine and must be used a certain way to get the best results
- chew the gum slowly until it tingles. Then park it between your cheek and gum. When the tingle is gone, begin chewing again, until the tingle returns.
- repeat this process until most of the tingle is gone (about 30 minutes)
- do not eat or drink for 15 minutes before chewing the nicotine gum, or while chewing a piece
- to improve your chances of quitting, use at least 9 pieces per day for the first 6 weeks
- if you experience strong or frequent cravings, you may use a second piece within the hour. However, do not continuously use one piece after another since this may cause you hiccups, heartburn, nausea or other side effects.
- do not use more than 24 pieces a day
- it is important to complete treatment. If you feel you need to use the gum for a longer period to keep from smoking, talk to your health care provider.

**EAS Tagged**

(13)

3 0766-7845-60 0

**Nicorette®**  
**Original Gum**

- not for sale to those under 18 years of age
- proof of age required
- not for sale in vending machines or from any source where proof of age cannot be verified

This product is protected in sealed blisters.  
**Do not use if individual blisters or printed backings are broken, open, or torn.**

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**GlaxoSmithKline** Consumer Healthcare, L.P.  
Moon Township, PA 15108 Made in Sweden  
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For more information and for a FREE individualized stop smoking program, please visit [www.Nicorette.com](http://www.Nicorette.com) or see inside for more details.

Free Audio CD upon request. See inside.

**Nicorette®**  
**Original gum**

**170 PIECES, 2 mg EACH**

**Original**

**Nicorette®**  
nicotine polacrilex gum, 2 mg • stop smoking aid  
**Gum**

NDC 0135-0157-10

**170 PIECES, 2 mg EACH**

Push through gum

Peel off backing.

Tear off backing.

Single unit.

enclosed User's Guide.

- You must be motivated to quit.
- Use Enough - Chew at least 9 pieces of Nicorette® gum
- Use Enough - Use Nicorette® gum for the full 12 weeks.
- Use with a support program as directed in the enclosed User's Guide.

**TO INCREASE YOUR SUCCESS IN QUITTING:**

**OPEN HERE**

GSK Regulatory Spec Box		Verified Date: 09.24.15
<b>Drug Facts Info</b>		
<b>Drug Facts (Title)</b>	Font Name: Helvetica Neue 76 Bold Italic	14 point type
<b>Drug Facts (continued)</b>	Font Name: Helvetica Neue 76 Bold Italic/Helvetica Neue 57 Condensed	8.1 point type
<b>Headings</b>	Font Name: Helvetica Neue 76 Bold Italic	8 point type
<b>Subheading</b>	Font Name: Helvetica Neue 77 Bold Condensed	6.5 point type
<b>Body text</b>	Font Name: Helvetica Neue 57 Condensed/ Helvetica Neue 77 Bold Condensed	6.5 point type
<b>Bullets</b>	Font Name: Helvetica Neue 55 Roman	5 point type
Bullets on same lines: end of statement separated from bulleted statement by two ems		
Spacing of the hair lines from edge of box - i.e. Minimum of 2 spaces either side of Drug Fact Box		
Tracking		0
Horizontal Scale:		100%
Leading (Minimum space in body copy of Drug Facts)		6.75 pt.
Maximum Characters/Inch:		30
Barlines		1 pt.
Hairlines		0.5 pt.
<b>Primary Display Panel Info</b>		
Font size of Net Wt/Contents (Smallest character height in inches)		0.1413 in.
PDP dimensions (in square inches)		23.02 sq. in.
Font size of Statement of Identity (If not live text, to be measured in Helvetica capital "M")		V 16,11 pt. H N/A
Font size of Logo/Largest Copy on PDP (If not live text, to be measured in Helvetica capital "M")		V 63.56 pt. H N/A
Ratio of Statement of Identity to Logo/Largest Copy on PDP		
Statement of Identity (pt.) (Divided by) Largest Logo Copy (pt.)		V 25% H N/A

# Nicorette®

nicotine polacrilex gum, 2 mg • stop smoking aid

## Gum

### Personalized Quit Plan



Visit [www.nicorette.com](http://www.nicorette.com) to enroll in a free, personalized quit plan. **Nicorette Gum Committed Quitters®** is a personalized stop smoking program that will help you understand your smoking habits and determine how to best overcome your cravings. Track, target, and tame your temptations with **Nicorette Gum Committed Quitters®**. Only available at [www.nicorette.com](http://www.nicorette.com)

<p><b>Drug Facts</b></p> <p><b>Active ingredient (in each chewing piece)</b> Nicotine polacrilex (equal to 2 mg nicotine) ..... Stop smoking aid</p> <p><b>Purpose</b> Stop smoking aid</p> <p><b>Use</b> • reduces withdrawal symptoms, including nicotine craving, associated with quitting smoking</p> <p><b>Warnings</b> <b>If you are pregnant or breast-feeding, only use this medicine on the advice of your health care provider.</b> Smoking can seriously harm your child. Try to stop smoking without using any nicotine replacement medicine. This medicine is believed to be safer than smoking. However, the risks to your child from this medicine are not fully known.</p> <p><b>Ask a doctor before use if you have</b></p> <ul style="list-style-type: none"> <li>• a sodium-restricted diet</li> <li>• heart disease, recent heart attack, or irregular heartbeat. Nicotine can increase your heart rate.</li> <li>• high blood pressure not controlled with medication. Nicotine can increase blood pressure.</li> <li>• stomach ulcer or diabetes</li> <li>• history of seizures</li> </ul> <p><b>Ask a doctor or pharmacist before use if you are</b></p> <ul style="list-style-type: none"> <li>• using a non-nicotine stop smoking drug</li> <li>• taking prescription medicine for depression or asthma. Your prescription dose may need to be adjusted.</li> </ul> <p><b>Stop use and ask a doctor if</b></p> <ul style="list-style-type: none"> <li>• mouth, teeth or jaw problems occur</li> <li>• irregular heartbeat or palpitations occur</li> <li>• you get symptoms of nicotine overdose such as nausea, vomiting, dizziness, diarrhea, weakness and rapid heartbeat</li> <li>• you have symptoms of an allergic reaction (such as difficulty breathing or rash)</li> </ul> <p><b>Keep out of reach of children and pets.</b> Pieces of nicotine gum may have enough nicotine to make children and pets sick. Wrap used pieces of gum in paper and throw away in the trash. In case of overdose, get medical help or contact a Poison Control Center right away.</p> <p><b>Directions</b> • if you are under 18 years of age, ask a doctor before use</p>	<p><b>Drug Facts (continued)</b></p> <ul style="list-style-type: none"> <li>• before using this product, read the enclosed User's Guide for complete directions and other important information</li> <li>• begin using the gum on your quit day</li> <li>• <b>if you smoke your first cigarette within 30 minutes of waking up,</b> use 4 mg nicotine gum</li> <li>• <b>if you smoke your first cigarette more than 30 minutes after waking up,</b> use 2 mg nicotine gum according to the following 12 week schedule:</li> </ul> <table border="1"> <thead> <tr> <th>Weeks 1 to 6</th> <th>Weeks 7 to 9</th> <th>Weeks 10 to 12</th> </tr> </thead> <tbody> <tr> <td>1 piece every 1 to 2 hours</td> <td>1 piece every 2 to 4 hours</td> <td>1 piece every 4 to 8 hours</td> </tr> </tbody> </table> <ul style="list-style-type: none"> <li>• nicotine gum is a medicine and must be used a certain way to get the best results</li> <li>• chew the gum slowly until it tingles. Then park it between your cheek and gum. When the tingle is gone, begin chewing again, until the tingle returns.</li> <li>• repeat this process until most of the tingle is gone (about 30 minutes)</li> <li>• do not eat or drink for 15 minutes before chewing the nicotine gum, or while chewing a piece</li> <li>• to improve your chances of quitting, use at least 9 pieces per day for the first 6 weeks</li> <li>• if you experience strong or frequent cravings, you may use a second piece within the hour. However, do not continuously use one piece after another since this may cause you hiccups, heartburn, nausea or other side effects.</li> <li>• do not use more than 24 pieces a day</li> <li>• it is important to complete treatment. If you feel you need to use the gum for a longer period to keep from smoking, talk to your health care provider.</li> </ul> <p><b>Other information</b></p> <ul style="list-style-type: none"> <li>• <b>each piece contains:</b> calcium 117 mg, sodium 13 mg</li> <li>• store at 20 - 25°C (68 - 77°F)</li> <li>• protect from light</li> </ul> <p><b>Inactive ingredients</b> flavors, glycerin, gum base, sodium bicarbonate, sodium carbonate, sorbitol</p> <p><b>Questions or comments?</b> call toll-free 1-800-419-4766 (English/Spanish) weekdays (9:00 am - 4:30 pm ET)</p>	Weeks 1 to 6	Weeks 7 to 9	Weeks 10 to 12	1 piece every 1 to 2 hours	1 piece every 2 to 4 hours	1 piece every 4 to 8 hours
Weeks 1 to 6	Weeks 7 to 9	Weeks 10 to 12					
1 piece every 1 to 2 hours	1 piece every 2 to 4 hours	1 piece every 4 to 8 hours					

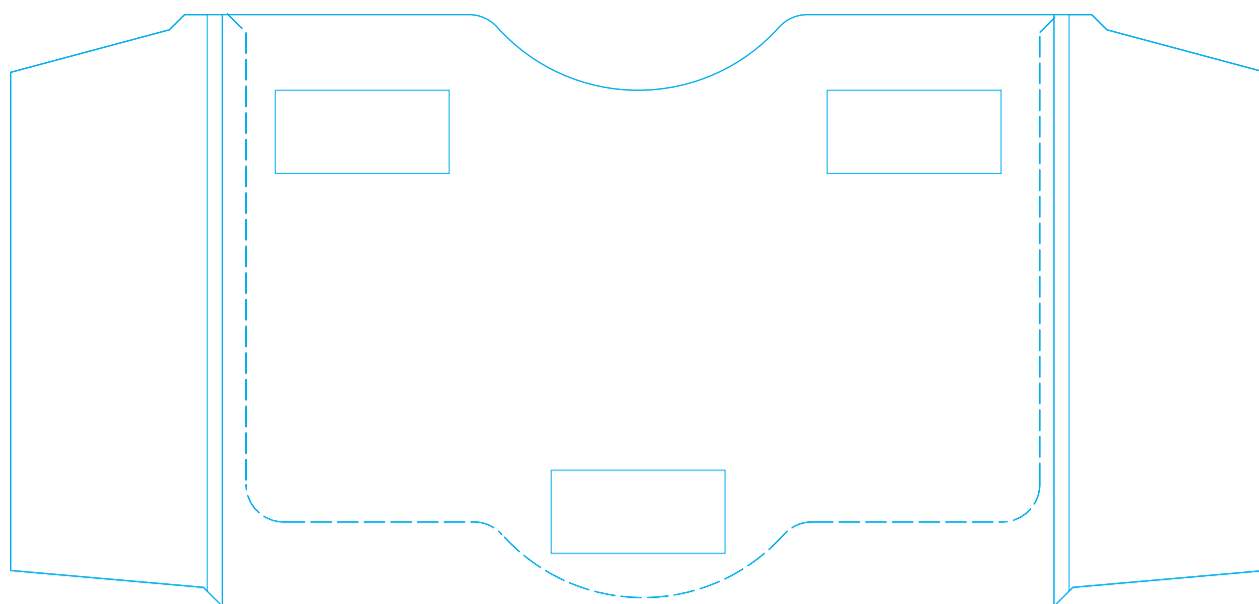
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Moon Township, PA 15108 Made in Sweden  
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GSK Regulatory Spec Box		Verified Date: 09.24.15
<b>Drug Facts Info</b>		
<b>Drug Facts (Title)</b>	Font Name: Helvetica Neue 76 Bold Italic	14 point type
<b>Drug Facts (continued)</b>	Font Name: Helvetica Neue 76 Bold Italic/Helvetica Neue 57 Condensed	11 point type
Headings	Font Name: Helvetica Neue 76 Bold Italic	10.4 point type
Subheading	Font Name: Helvetica Neue 77 Bold Condensed	8.45 point type
Body text	Font Name: Helvetica Neue 57 Condensed/ Helvetica Neue 77 Bold Condensed	8.45 point type
Bullets	Font Name: Helvetica Neue 55 Roman	6.5 point type
Bullets on same lines: end of statement separated from bulleted statement by two ems		N/A
Spacing of the hair lines from edge of box – i.e. Minimum of 2 spaces either side of Drug Fact Box		Yes
Tracking	-4 to 0	Horizontal Scale: 100%
Leading (Minimum space in body copy of Drug Facts)	9 pt.	Maximum Characters/Inch: 22
Barlines	1.5 pt.	Hairlines .75 pt.
<b>Primary Display Panel Info</b>		
Font size of Net Wt/Contents (Smallest character height in inches)		N/A
PDP dimensions (in square inches)		N/A
Font size of Statement of Identity (If not live text, to be measured in Helvetica capital "M")		V N/A H N/A
Font size of Logo/Largest Copy on PDP (If not live text, to be measured in Helvetica capital "M")		V N/A H N/A
Ratio of Statement of Identity to Logo/Largest Copy on PDP		
Statement of Identity (pt.) (Divided by) Largest Logo Copy (pt.)		V N/A H N/A



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PLACE  
ANTI-THEFT  
STICKER  
HERE

THEFT SURVEILLANCE TAG AREA

**Drug Facts** (continued)

**Other information**

- each piece contains: calcium 117 mg, sodium 13 mg
- store at 20 - 25°C (68 - 77°F)
- protect from light

**Inactive ingredients**

flavors, glycerin, gum base, sodium bicarbonate, sodium carbonate, sorbitol

**Questions or comments?** call toll-free 1-800-419-4766 (English/Spanish) weekdays (9:00 am - 4:30 pm ET)

**Drug Facts**

**Active ingredient (in each chewing piece)**..... **Purpose**  
Nicotine polacriflex (equal to 2 mg nicotine)..... Stop smoking aid

**Use** • reduces withdrawal symptoms, including nicotine craving, associated with quitting smoking

**Warnings**  
**If you are pregnant or breast-feeding, only use this medicine on the advice of your health care provider.** Smoking can seriously harm your child. Try to stop smoking without using any nicotine replacement medicine. This medicine is believed to be safer than smoking. However, the risks to your child from this medicine are not fully known.

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- history of seizures

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Weeks 1 to 6	Weeks 7 to 9	Weeks 10 to 12
1 piece every 1 to 2 hours	1 piece every 2 to 4 hours	1 piece every 4 to 8 hours

- nicotine gum is a medicine and must be used a certain way to get the best results
- chew the gum slowly until it tingles. Then park it between your cheek and gum. When the tingle is gone, begin chewing again, until the tingle returns.
- repeat this process until most of the tingle is gone (about 30 minutes)
- do not eat or drink for 15 minutes before chewing the nicotine gum, or while chewing a piece
- to improve your chances of quitting, use at least 9 pieces per day for the first 6 weeks
- if you experience strong or frequent cravings, you may use a second piece within the hour. However, do not continuously use one piece after another since this may cause you hiccups, heartburn, nausea or other side effects.
- do not use more than 24 pieces a day
- it is important to complete treatment. If you feel you need to use the gum for a longer period to keep from smoking, talk to your health care provider.

EAS Tagged

17

0766-2862-10

**Nicorette**  
**Original Gum**

- not for sale to those under 18 years of age
- proof of age required
- not for sale in vending machines or from any source where proof of age cannot be verified

This product is protected in sealed blisters. Do not use if individual blisters or printed backings are broken, open, or torn.

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**GlaxoSmithKline** Consumer Healthcare, L.P.  
Moon Township, PA 15108  
Made in Sweden

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For more information and for a **FREE individualized stop smoking program**, please visit [www.Nicorette.com](http://www.Nicorette.com) or see inside for more details.

Free Audio CD upon request. See inside.



**Nicorette**  
**Original Gum**

nicotine polacriflex gum, 2 mg • stop smoking aid

**200 PIECES, 2 mg EACH**

NDC 0193-0157-11

**FOR THOSE WHO SMOKE THEIR FIRST CIGARETTE AFTER WAKING UP. If you smoke your first cigarette WITHIN 30 MINUTES of waking up, use Nicorette 4 mg Gum**

**Original**

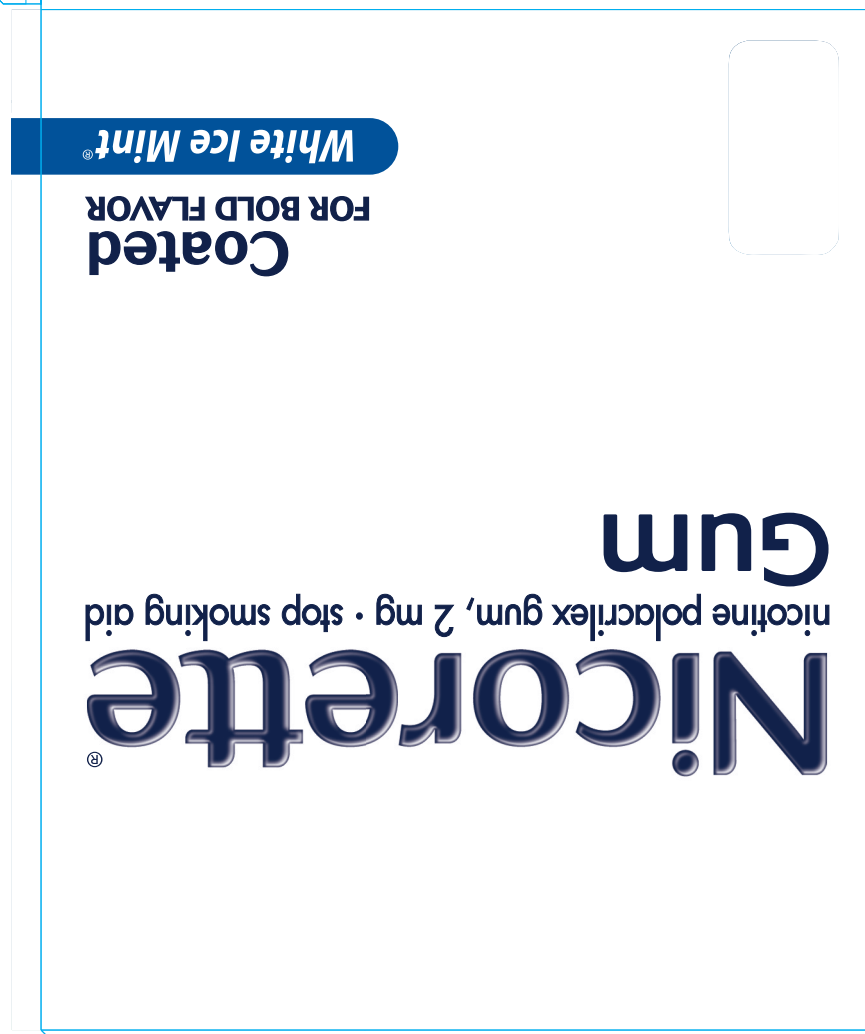
**200 PIECES, 2 mg EACH**

**TO INCREASE YOUR SUCCESS IN QUITTING:**

- You must be motivated to quit.
- Use Enough - Chew at least 9 pieces of Nicorette® gum per day during the first six weeks.
- Use Long Enough - Use Nicorette® gum for the full 12 weeks.
- Use with a support program as directed in the enclosed User's Guide.

**OPEN HERE**

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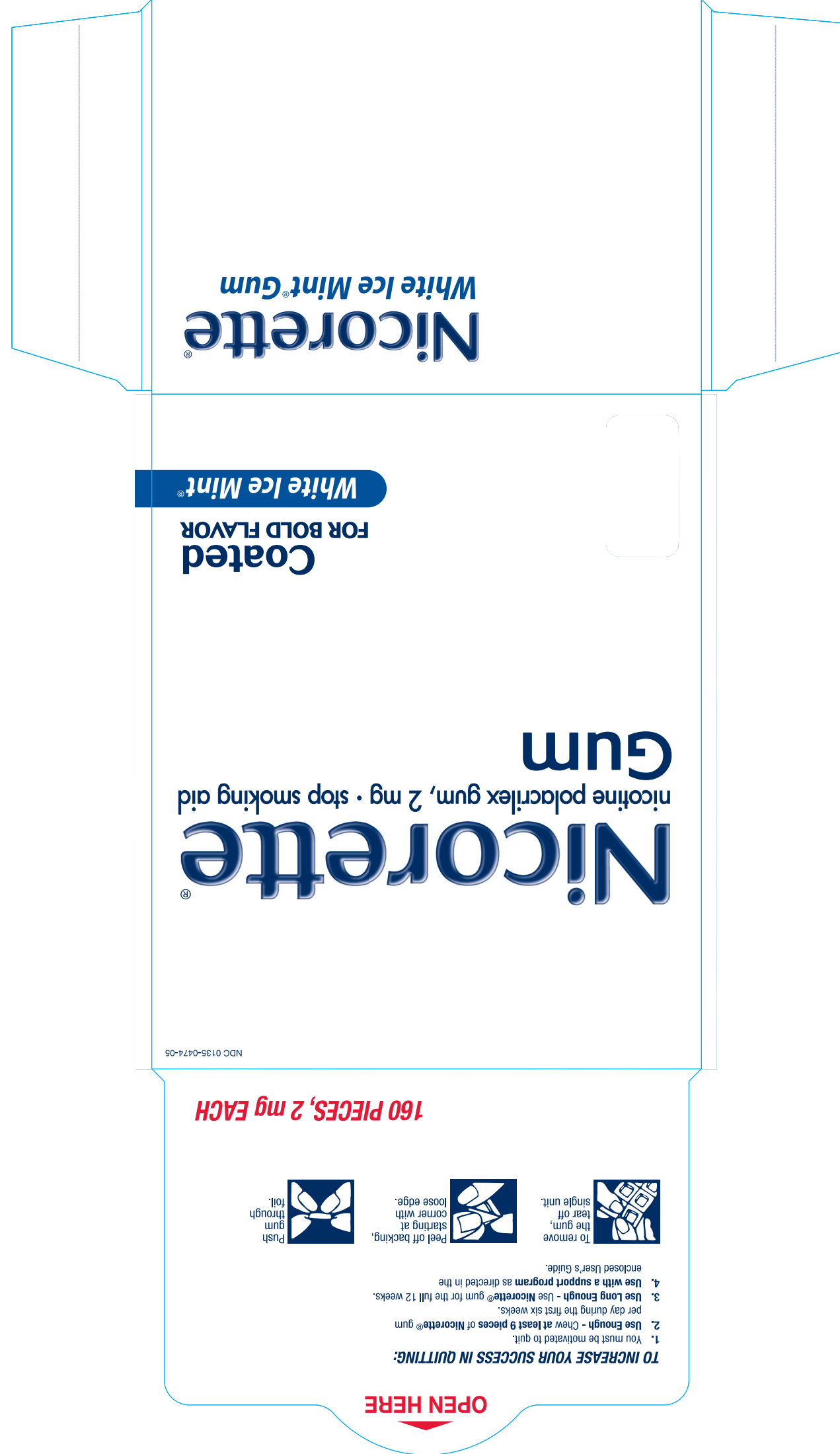
**100 PIECES, 2 mg EACH**



- TO INCREASE YOUR SUCCESS IN QUITTING:**
1. You must be motivated to quit.
  2. Use Enough - Chew at least 9 pieces of Nicorette® gum per day during the first six weeks.
  3. Use Long Enough - Use Nicorette® gum for the full 12 weeks.
  4. Use with a support program as directed in the enclosed User's Guide.

**OPEN HERE**

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Spacing of the hair lines from edge of box - i.e. Minimum of 2 spaces either side of Drug Fact Box		Yes
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Statement of Identity (pt.) (Divided by) Largest Logo Copy (pt.)		V 25% H N/A

# Nicorette<sup>®</sup>

nicotine polacrilex gum, 2 mg • stop smoking aid

## Gum

### How To Open the Nicorette<sup>®</sup> Gum Blister Pack



To remove the gum, tear off single unit.



Peel off backing, starting at corner with loose edge.



Push gum through foil.

### Personalized Quit Plan

Visit [www.nicorette.com](http://www.nicorette.com) to enroll in a free, personalized quit plan. **Nicorette Committed Quitters<sup>®</sup>** is a personalized stop smoking program that will help you understand your smoking habits and determine how to best overcome your cravings. Track, target, and tame your temptations with **Nicorette Committed Quitters<sup>®</sup>**. Only available at [www.nicorette.com](http://www.nicorette.com)



- not for sale to those under 18 years of age
- proof of age required
- not for sale in vending machines or from any source where proof of age cannot be verified

#### TO INCREASE YOUR SUCCESS IN QUITTING:

1. You must be motivated to quit.
2. **Use Enough** - Chew at least 9 pieces of Nicorette<sup>®</sup> gum per day during the first six weeks.
3. **Use Long Enough** - Use Nicorette<sup>®</sup> gum for the full 12 weeks.
4. **Use with a support program** as directed in the enclosed User's Guide.

### Drug Facts

#### Active ingredient (in each chewing piece)

Nicotine polacrilex (equal to 2 mg nicotine) ..... Stop smoking aid

#### Purpose

**Use** • reduces withdrawal symptoms, including nicotine craving, associated with quitting smoking

#### Warnings

**If you are pregnant or breast-feeding, only use this medicine on the advice of your health care provider.** Smoking can seriously harm your child. Try to stop smoking without using any nicotine replacement medicine. This medicine is believed to be safer than smoking. However, the risks to your child from this medicine are not fully known.

#### Ask a doctor before use if you have

- a sodium-restricted diet
- heart disease, recent heart attack, or irregular heartbeat. Nicotine can increase your heart rate.
- high blood pressure not controlled with medication. Nicotine can increase blood pressure.
- stomach ulcer or diabetes
- history of seizures

#### Ask a doctor or pharmacist before use if you are

- using a non-nicotine stop smoking drug
- taking prescription medicine for depression or asthma. Your prescription dose may need to be adjusted.

#### Stop use and ask a doctor if

- mouth, teeth or jaw problems occur
- irregular heartbeat or palpitations occur
- you get symptoms of nicotine overdose such as nausea, vomiting, dizziness, diarrhea, weakness and rapid heartbeat
- you have symptoms of an allergic reaction (such as difficulty breathing or rash)

**Keep out of reach of children and pets.** Pieces of nicotine gum may have enough nicotine to make children and pets sick. Wrap used pieces of gum in paper and throw away in the trash. In case of overdose, get medical help or contact a Poison Control Center right away.

#### Directions

- if you are under 18 years of age, ask a doctor before use

### Drug Facts (continued)

- before using this product, read the enclosed User's Guide for complete directions and other important information
- begin using the gum on your quit day
- **if you smoke your first cigarette within 30 minutes of waking up,** use 4 mg nicotine gum
- **if you smoke your first cigarette more than 30 minutes after waking up,** use 2 mg nicotine gum according to the following 12 week schedule:

Weeks 1 to 6	Weeks 7 to 9	Weeks 10 to 12
1 piece every 1 to 2 hours	1 piece every 2 to 4 hours	1 piece every 4 to 8 hours

- nicotine gum is a medicine and must be used a certain way to get the best results
- chew the gum slowly until it tingles. Then park it between your cheek and gum. When the tingle is gone, begin chewing again, until the tingle returns.
- repeat this process until most of the tingle is gone (about 30 minutes)
- do not eat or drink for 15 minutes before chewing the nicotine gum, or while chewing a piece
- to improve your chances of quitting, use at least 9 pieces per day for the first 6 weeks
- if you experience strong or frequent cravings, you may use a second piece within the hour. However, do not continuously use one piece after another since this may cause you hiccups, heartburn, nausea or other side effects.
- do not use more than 24 pieces a day
- it is important to complete treatment. If you feel you need to use the gum for a longer period to keep from smoking, talk to your health care provider.

#### Other information

- each piece contains: calcium 94 mg, sodium 11 mg
- store at 20 - 25°C (68 - 77°F)
- protect from light

#### Inactive ingredients

acesulfame potassium, carnauba wax, edible ink, flavor, gum base, hypromellose, magnesium oxide, menthol, peppermint oil, polysorbate 80, sodium bicarbonate, sodium carbonate, starch, sucralose, titanium dioxide, xylitol

**Questions or comments?** call toll-free 1-800-419-4766 (English/Spanish) weekdays (9:00 am - 4:30 pm ET)

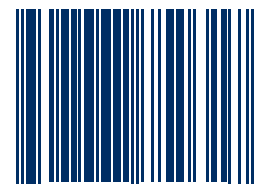
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Lot:  
Exp:

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### GSK Regulatory Spec Box

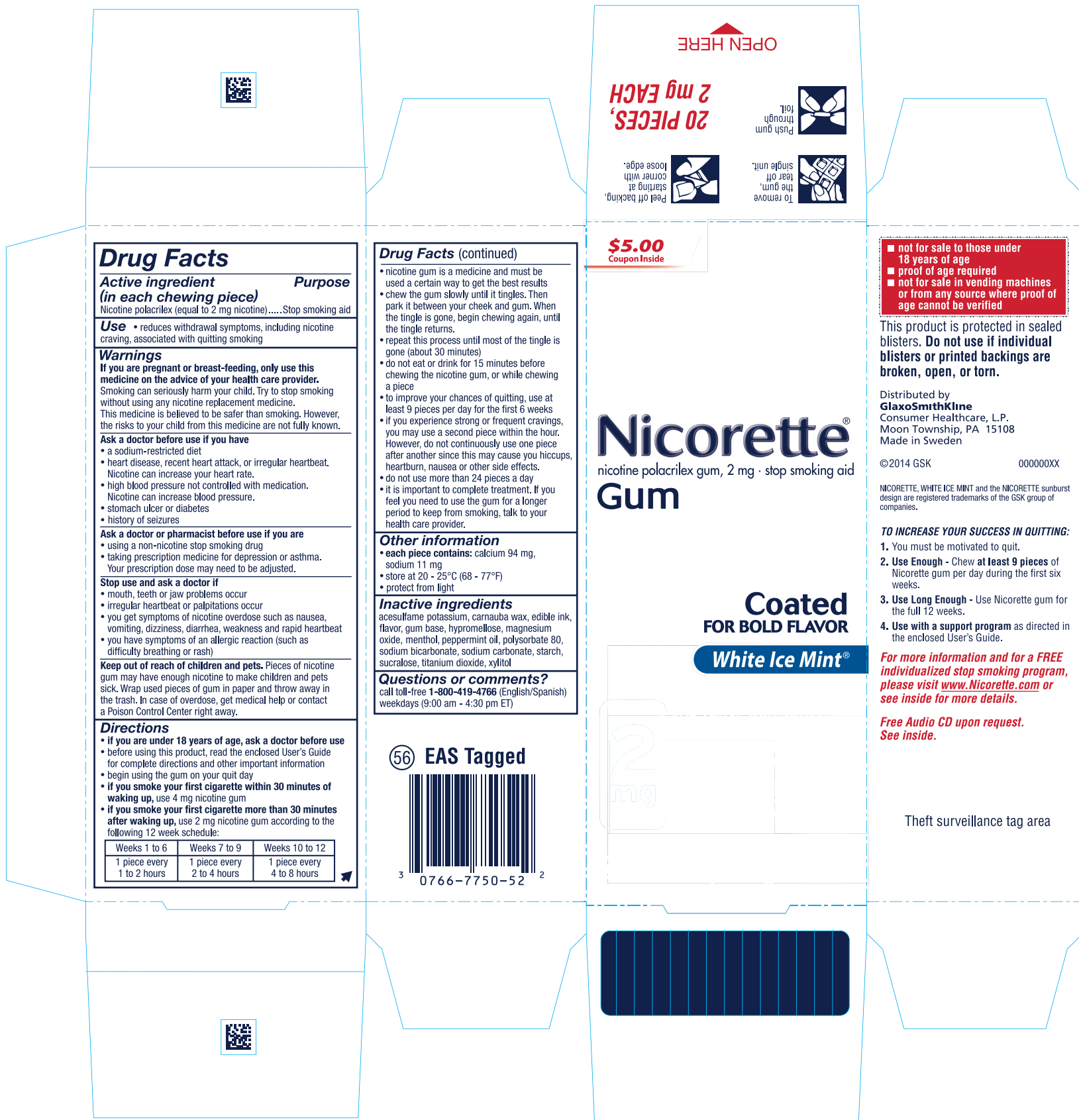
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Leading (Minimum space in body copy of Drug Facts)	9 pt.	Maximum Characters/Inch: 22
Barlines	1.5 pt.	Hairlines .75 pt.

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Tracking	0	Horizontal Scale: 100%
Leading (Minimum space in body copy of Drug Facts)	6.5 pt.	Maximum Characters/Inch: 30
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Ratio of Statement of Identity to Logo/Largest Copy on PDP		
Statement of Identity (pt.) (Divided by) Largest Logo Copy (pt.)		V n/a H 25%



Go to [www.nicorette.com](http://www.nicorette.com)  
for additional support and offers

**SAVE \$5.00**  
on any  
**Nicorette® Gum**  
100 Pieces or Larger



**MANUFACTURER'S COUPON** | **EXPIRES 12/31/2017**

Redeemable at food, drug and mass merchandise stores. **CONSUMER:** Limit 1 coupon per purchase of indicated product(s). You pay any sales tax. You are not eligible for this offer if reimbursement for the product will be sought from any federal or state healthcare program, including Medicare or Medicaid, or any similar federal or state programs, including any state pharmaceutical assistance program, or under any private insurance, HMO, or other third-party payment arrangement. **RETAILER:** GSK will reimburse you the face value of this coupon plus 12¢ Handling Fee, if submitted in compliance with our Redemption Policy. Copy available upon request. Cash value 1/100 of 1¢. Coupon is void if altered, transferred, exchanged, sold or auctioned, copied or if prohibited by law. Good only in USA and at APDs. **Send coupons to:** GSK Consumer Healthcare, P.O. Box 880658, El Paso, Texas 88588-0658. ©2014 GSK. Read and follow label directions.

030766-074218



**Drug Facts**

**Active ingredient (in each chewing piece) Purpose**  
Nicotine polacrilex (equal to 2 mg nicotine).....Stop smoking aid

**Use** • reduces withdrawal symptoms, including nicotine craving, associated with quitting smoking

**Warnings**  
If you are pregnant or breast-feeding, only use this medicine on the advice of your health care provider. Smoking can seriously harm your child. Try to stop smoking without using any nicotine replacement medicine. This medicine is believed to be safer than smoking. However, the risks to your child from this medicine are not fully known.

**Ask a doctor before use if you have**

- a sodium-restricted diet
- heart disease, recent heart attack, or irregular heartbeat. Nicotine can increase your heart rate.
- high blood pressure not controlled with medication. Nicotine can increase blood pressure.
- stomach ulcer or diabetes
- history of seizures

**Ask a doctor or pharmacist before use if you are**

- using a non-nicotine stop smoking drug
- taking prescription medicine for depression or asthma. Your prescription dose may need to be adjusted.

**Stop use and ask a doctor if**

- mouth, teeth or jaw problems occur
- irregular heartbeat or palpitations occur
- you get symptoms of nicotine overdose such as nausea, vomiting, dizziness, diarrhea, weakness and rapid heartbeat
- you have symptoms of an allergic reaction (such as difficulty breathing or rash)

**Flip open for Directions and additional information**  
**Retain this package for complete product information**

■ not for sale to those under 18 years of age  
■ proof of age required  
■ not for sale in vending machines or from any source where proof of age cannot be verified

The gum is contained in a carton packaged inside a clear plastic outer container sealed to a printed card. The inner carton has a clear overwrap. DO NOT USE IF ANY OF THESE TAMPER EVIDENT FEATURES ARE MISSING, TORN, OR BROKEN.

Lot Exp

3 0766-7750-54 6

**\$5.00**  
Coupon Inside

NDC 0135-0474-08

**Nicorette®**

**Gum** 20 PIECES, 2 mg EACH  
(1 Pocket Pack of 20)

**TO INCREASE YOUR SUCCESS IN QUITTING:**

1. You must be motivated to quit.
2. **Use Enough** - Chew at least 9 pieces of Nicorette gum per day during the first six weeks.
3. **Use Long Enough** - Use Nicorette gum for the full 12 weeks.
4. **Use with a support program** as directed in the enclosed User's Guide.

**How To Open the Nicorette Gum Pocket Pack**

- 1 Gently push tab on side.
- 2 Pull up forcefully, pulling open box.
- 3 Dispense Nicorette Gum and follow dosing instructions.

For more information and for a FREE individualized stop smoking program, please visit [www.Nicorette.com](http://www.Nicorette.com) or see inside for more details.  
Free Audio CD upon request. See inside.

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**Drug Facts (continued)**

**Keep out of reach of children and pets.** Pieces of nicotine gum may have enough nicotine to make children and pets sick. Wrap used pieces of gum in paper and throw away in the trash. In case of overdose, get medical help or contact a Poison Control Center right away.

**Directions**

- if you are under 18 years of age, ask a doctor before use
- before using this product, read the enclosed User's Guide for complete directions and other important information
- begin using the gum on your quit day
- if you smoke your first cigarette within 30 minutes of waking up, use 4 mg nicotine gum
- if you smoke your first cigarette more than 30 minutes after waking up, use 2 mg nicotine gum according to the following 12 week schedule:

Weeks 1 to 6	Weeks 7 to 9	Weeks 10 to 12
1 piece every 1 to 2 hours	1 piece every 2 to 4 hours	1 piece every 4 to 8 hours

- nicotine gum is a medicine and must be used a certain way to get the best results
- chew the gum slowly until it tingles. Then park it between your cheek and gum. When the tingle is gone, begin chewing again, until the tingle returns.
- repeat this process until most of the tingle is gone (about 30 minutes)
- do not eat or drink for 15 minutes before chewing the nicotine gum, or while chewing a piece
- to improve your chances of quitting, use at least 9 pieces per day for the first 6 weeks
- if you experience strong or frequent cravings, you may use a second piece within the hour. However, do not continuously use one piece after another since this may cause you hiccups, heartburn, nausea or other side effects.
- do not use more than 24 pieces a day
- it is important to complete treatment. If you feel you need to use the gum for a longer period to keep from smoking, talk to your health care provider.

**Other information**

- each piece contains: calcium 94 mg, sodium 11 mg
- store at 20 - 25°C (68 - 77°F) • protect from light and humidity

**Inactive ingredients**  
acesulfame potassium, carnauba wax, edible ink, flavor, gum base, hypromellose, magnesium oxide, menthol, peppermint oil, polysorbate 80, sodium bicarbonate, sodium carbonate, starch, sucralose, titanium dioxide, xylitol

**Questions or comments?** call toll-free 1-800-419-4766 (English/Spanish) weekdays (9:00 am - 4:30 pm ET)

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# Nicorette<sup>®</sup>

nicotine polacrilex gum  
2mg and 4mg User's Guide

## Gum



## HOW TO USE NICORETTE GUM TO HELP YOU QUIT SMOKING.

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Reference ID: 3827493



(See insert)



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Reference ID: 3827493

## KEYS TO SUCCESS.

- 1) You must really want to quit smoking for **Nicorette**<sup>®</sup> Gum to help you.
- 2) You can greatly increase your chances for success by using at least 9 to 12 pieces every day when you start using **Nicorette** Gum. See page 12.
- 3) You should continue to use **Nicorette** Gum as explained in this User's Guide for 12 full weeks. If you feel you need to use **Nicorette** Gum for a longer period to keep from smoking, talk to your health care provider.
- 4) **Nicorette** Gum works best when used together with a support program — See page 3 for details.
- 5) If you have trouble using **Nicorette** Gum, ask your doctor or pharmacist or call GlaxoSmithKline at 1-800-419-4766 weekdays (10:00 am - 4:30 pm ET).
- 6) To request a free audio CD containing tips to help make quitting easier, call the toll free number listed above. (ONE CD PER CUSTOMER)

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Reference ID: 3827493



## SO YOU DECIDED TO QUIT.

Congratulations.

Your decision to stop smoking is an important one. That's why you've made the right choice in choosing **Nicorette** Gum.

Your own chances of quitting smoking depend on how much you want to quit, how strongly you are addicted to tobacco, and how closely you follow a quitting program like the one that comes with **Nicorette** Gum.

2

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## QUITTING SMOKING IS HARD!

If you've tried to quit before and haven't succeeded, don't be discouraged! Quitting isn't easy. It takes time, and most people try a few times before they are successful. The important thing is to try again until you succeed. This User's Guide will give you support as you become a non-smoker. It will answer common questions about **Nicorette** Gum and give tips to help you stop smoking, and should be referred to often.

Reference ID: 3827493

**WHERE TO GET HELP.** You are more likely to stop smoking by using **Nicorette** Gum with a support program that helps you break your smoking habit. There may be support groups in your area for people trying to quit. Call your local chapter of the American Lung Association, American Cancer Society or American Heart Association for further information. Toll free phone numbers are printed on the Wallet Card on the back cover of this User's Guide.

If you find you cannot stop smoking or if you start smoking again after using **Nicorette** Gum, remember breaking this addiction doesn't happen overnight. You may want to talk to a health care professional who can help you improve your chances of quitting the next time you try **Nicorette** Gum or another method.

**LET'S GET ORGANIZED.** Your reason for quitting may be a combination of concerns about health, the effect of smoking on your appearance, and pressure from your family

and friends to stop smoking. Or maybe you're concerned about the dangerous effect of second-hand smoke on the people you care about. All of these are good reasons. You probably have others. Decide your most important reasons, and write them down on the wallet card inside the back cover of this User's Guide. Carry this card with you. In difficult moments, when you want to smoke, the card will remind you why you are quitting.

**WHAT YOU'RE UP AGAINST.** Smoking is addictive in two ways. Your need for nicotine has become both physical and mental. You must overcome both addictions to stop smoking. So while **Nicorette** Gum will lessen your body's physical addiction to nicotine, you've got to want to quit smoking to overcome the mental dependence on cigarettes. Once you've decided that you're going to quit, it's time to get started. But first, there are some important warnings you should consider.



**SOME  
IMPORTANT  
WARNINGS.**

This product is only for those who want to stop smoking.

**If you are pregnant or breast-feeding, only use this medicine on the advice of your health care provider.**

Smoking can seriously harm your child. Try to stop smoking without using any nicotine replacement medicine. This medicine is believed to be safer than smoking. However, the risks to your child from this medicine are not fully known.

**Ask a doctor before use if you have**

- a sodium-restricted diet
- heart disease, recent heart attack, or irregular heartbeat. Nicotine can increase your heart rate.
- high blood pressure not controlled with medication. Nicotine can increase your blood pressure.
- stomach ulcer or diabetes
- history of seizures

**Ask a doctor or pharmacist before use if you are**

- using a non-nicotine stop smoking drug
- taking a prescription medicine for depression or asthma. Your prescription dose may need to be adjusted.

**Stop use and ask a doctor if**

- mouth, teeth or jaw problems occur
- irregular heartbeat or palpitations occur
- you get symptoms of nicotine overdose such as nausea, vomiting, dizziness, diarrhea, weakness and rapid heartbeat
- you have symptoms of an allergic reaction

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(such as difficulty breathing or rash)

**Keep out of reach of children and pets.**

Pieces of nicotine gum may have enough nicotine to make children and pets sick. Wrap used pieces of gum in paper and throw away in the trash. In case of overdose, get medical help or contact a Poison Control Center right away.

**LET'S GET STARTED.** Becoming a non-smoker starts today. First, check that you bought the right starting dose. **If you smoke your first cigarette within 30 minutes of waking up,** use 4mg nicotine gum. **If you smoke your first cigarette more**

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**than 30 minutes after waking up**, use 2mg nicotine gum. Next, read through the entire User's Guide carefully. Then, set your personalized quitting schedule. Take out a calendar that you can use to track your progress, and identify four dates, using the stickers in the center of this User's Guide:

**STEP 1. (Weeks 1-6). Your quit date (and the day you'll start using Nicorette Gum).**

Choose your quit date (it should be soon). This is the day you will begin using **Nicorette** Gum to satisfy your cravings for nicotine.

For the first six weeks, you'll use a piece of **Nicorette** Gum every hour or two. Be sure to follow the directions starting on pages 10 and 12. Place the Step 1 stickers on this date.

**STEP 2. (Weeks 7 to 9). The day you'll start reducing your use of Nicorette Gum.**

After six weeks, you'll begin gradually reducing your **Nicorette** Gum usage to one piece every two to four hours. Place the Step 2 sticker on this date (the first day of week seven).

**STEP 3. (Weeks 10-12). The day you'll further reduce your use of Nicorette Gum.**

Nine weeks after you begin using **Nicorette** Gum, you will further reduce your nicotine intake by using one piece every four to eight hours. Place the Step 3 sticker on this date (the first day of week ten). For the next three weeks, you'll use a piece of **Nicorette** Gum every four to eight hours.

**End of treatment: The day you'll complete Nicorette Gum therapy.**

Identify the date thirteen weeks after the date you chose in Step 1, and place the "EX-SMOKER" sticker on your calendar.

**PLAN AHEAD.** Because smoking is an addiction, it is not easy to stop. After you've given up cigarettes, you will still have a strong urge to smoke. Plan ahead NOW for these times, so you're not defeated in a moment of weakness. The following tips may help:

- Keep the phone numbers of supportive friends and family members handy.
- Keep a record of your quitting process. Track the number of **Nicorette** Gum pieces you use each day, and whether you feel a craving for cigarettes. In the event that

you slip, immediately stop smoking and resume your quit attempt with the **Nicorette** Gum program.

- Put together an Emergency Kit that includes items that will help take your mind off occasional urges to smoke. Include cinnamon gum or lemon drops to suck on, a relaxing CD, and something for your hands to play with, like a smooth rock, rubber band, or small metal balls.

- Set aside some small rewards, like a new magazine or a gift certificate from your favorite store, which you'll "give" yourself after passing difficult hurdles.
- Think now about the times when you most often want a cigarette, and then plan what else you might do instead of smoking. For instance, you might plan to take your coffee break in a new location, or take a walk right after dinner, so you won't be tempted to smoke.

## HOW NICORETTE GUM WORKS.

**Nicorette** Gum's sugar-free chewing pieces provide nicotine to your system – they work as a temporary aid to help you quit smoking by reducing nicotine withdrawal symptoms. **Nicorette** Gum provides a lower level of nicotine to your blood than cigarettes, and allows you to gradually do away with your body's need for nicotine.

Because **Nicorette** Gum does not contain the tar or carbon monoxide of cigarette smoke, it does not have the same health dangers as tobacco. However, it still delivers nicotine,

the addictive part of cigarette smoke. Nicotine can cause side effects such as headache, nausea, upset stomach, and dizziness.

## HOW TO USE NICORETTE GUM.

**If you are under 18 years of age, ask a doctor before use.**

Before you can use **Nicorette** Gum correctly, you have to practice! That sounds silly, but it isn't. **Nicorette Gum isn't like ordinary chewing gum.** It's a medicine, and must be chewed a certain way to work right. Chewed like ordinary gum, **Nicorette** Gum won't work well and

can cause side effects. An overdose can occur if you chew more than one piece of **Nicorette** Gum at the same time, or if you chew many pieces one after another. Read all the following instructions before using **Nicorette** Gum. Refer to them often to make sure you're using **Nicorette** Gum correctly. If you chew too fast, or do not chew correctly, you may get hiccups, heartburn, or other stomach problems. Don't eat or drink for 15 minutes before using **Nicorette** Gum, or while chewing a piece. The effectiveness of **Nicorette** Gum may be reduced by some foods and drinks, such as

coffee, juices, wine or soft drinks.

- 1) Begin using **Nicorette** Gum on your quit day.
- 2) To reduce craving and other withdrawal symptoms, use **Nicorette** Gum according to the dosage schedule on page 12.
- 3) Chew each **Nicorette** Gum piece very slowly several times.
- 4) Stop chewing when you notice a peppery taste, or a slight tingling in your mouth. (This usually happens after about 15 chews, but may vary from person to person.)

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- 5) "PARK" the **Nicorette** Gum piece between your cheek and gum, and leave it there.
- 6) When the peppery taste or tingle is almost gone (in about a minute), start to chew a few times slowly again. When the taste or tingle returns, stop again.
- 7) Park the **Nicorette** Gum piece again (in a different place in your mouth).
- 8) Repeat steps 3 to 7 (chew, chew, park) until most of the nicotine is gone from the **Nicorette** Gum piece (usually happens in about half an hour; the peppery taste or tingle won't return.)

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- 9) Wrap the used **Nicorette** Gum piece in paper and throw away in the trash.

The following chart lists the recommended usage schedule for Nicorette Gum:

<b>Weeks 1 to 6</b>	<b>Weeks 7 to 9</b>	<b>Weeks 10 to 12</b>
1 piece every 1 to 2 hours	1 piece every 2 to 4 hours	1 piece every 4 to 8 hours
<b>DO NOT USE MORE THAN 24 PIECES PER DAY.</b>		

To improve your chances of quitting, use at least 9 pieces of **Nicorette** Gum a day. If you experience strong or frequent cravings, you may use a second piece within the hour.

However, do not continuously use one

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**A Personal  
Invitation to Join**

brought to you by

**Nicorette<sup>®</sup>**  
Gum



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To Enroll Call Now  
1-800-770-0708



or enroll online at  
[www.committedquitters.com](http://www.committedquitters.com)

## *Having a Plan Will Help You Quit*

**Nicorette<sup>®</sup>**  
Gum



*is a **FREE** custom-tailored plan to help you break your psychological addiction to smoking — while NICORETTE Gum fights the physical addiction. To get*

*your plan, call toll free 1-800-770-0708 or visit us on the Web at [www.committedquitters.com](http://www.committedquitters.com).*

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## **WHEN YOU CALL:**

You will be asked a few questions to understand YOU and YOUR specific needs.

## **AFTER YOU CALL:**

In a few days, you will receive your custom-tailored stop smoking plan. You will continue to receive personal, custom-tailored support — six times during the next twelve weeks.



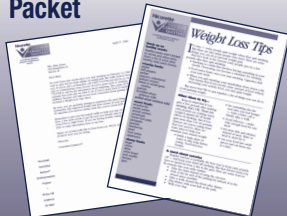
## Week 6

More tips  
on quitting



## Week 9

Congratulations  
Packet



## Week 12

Award  
Certificate



Materials are subject to change.

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## **How To Survive the First Week:**

### **1. Control your physical cravings for nicotine.**

Use enough – You can greatly increase your chances for success by using at least 9 to 12 pieces every day when you start using **Nicorette** Gum.

### **2. Get rid of all signs that you ever smoked —**

ashtrays, matches and, of course, cigarettes.

### **3. Stay active.**

Keep busy to take your mind off smoking.

### **4. Think positive!**

The first week is the toughest. Remind yourself that it will get easier.

*Use the sample of the Stop Smoking Plan (see next page) to get you through the first week until your materials arrive.*

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## WEEK ONE

**The toughest hurdle — your first week without cigarettes.**

Your craving for nicotine will be strongest during this first week. To deal with physical withdrawal, use Nicorette Gum properly. Follow the directions on your Nicorette Gum package.

## CALENDAR

Day	Pieces Chewed	Planning: Plan ahead. Note events here that will tempt you to smoke, and how you will deal with them.
1.	_____	_____
2.	_____	_____
3.	_____	_____
4.	_____	_____
5.	_____	_____
6.	_____	_____
7.	_____	_____

\*Carry this calendar with you.

**If you have gone back to smoking, call 1-800-770-0708 to order relapse information.**

### TIPS

- Make sure you tell friends and family members that you quit.
- Use enough Nicorette Gum — at least 9 to 12 pieces per day.
- Stay active. Keep busy to take your mind off smoking.
- When an urge to smoke strikes, take a few deep breaths and remind yourself how important quitting is to you.

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*The Committed Quitters<sup>®</sup> program is a plan specifically individualized for you.*

**Call Between 7 am and 12 Midnight ET or enroll online 24 hours a day. (ONE PLAN PER CUSTOMER)**

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Read and follow label directions

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piece after another, since this may cause you hiccups, heartburn, nausea or other side effects.

## HOW TO REDUCE YOUR NICORETTE GUM USAGE.

The goal of using **Nicorette** Gum is to slowly reduce your dependence on nicotine. The schedule for using **Nicorette** Gum

will help you reduce your nicotine craving gradually as you reduce and then stop your use of **Nicorette** Gum. Here are some tips to help you cut back during each step and then stop using **Nicorette** Gum:

- After a while, start chewing each **Nicorette** Gum piece for only 10 to 15 minutes, instead of half an hour. Then, gradually begin to reduce the number of pieces used.
- Or, try chewing each piece for longer than half an hour, but reduce the number of pieces you use each day.
- Substitute ordinary chewing gum for some of the **Nicorette** Gum pieces you would normally use. Increase the number of pieces of ordinary gum as you cut back on the **Nicorette** Gum pieces.

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- Check how well you've reduced your daily usage of **Nicorette** Gum in Weeks 10 to 12. You should only be using about 3 to 5 pieces a day. Get ready to stop.

The following tips may help you try to stop **Nicorette** Gum when you have completed treatment.

- Set a stop date.
- Use the same number of pieces of confectionery gum or mints as you were using **Nicorette** Gum per day.

At the times when you have an urge to use **Nicorette** Gum, use a strong flavored gum or mint such as cinnamon or peppermint.

- Reduce the number of pieces of gum or mints you use by one piece per day until you do not need to use any gum or mints.

**Talk to your doctor or health care provider if you:**

- still feel the need to use **Nicorette** Gum at the end of week 12 to keep from smoking
- start using **Nicorette** Gum again after stopping
- start smoking again

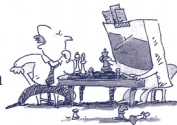
## **TIPS TO MAKE QUITTING EASIER.**

Within the first few weeks of giving up smoking, you may be tempted to smoke for pleasure, particularly after completing a difficult task, or at a party or bar. Here are some tips to help get you through the important first stages of becoming a non-smoker:

### **On Your Quit Date:**

- Ask your family, friends and co-workers to support you in your efforts to stop smoking.

- Throw away all your cigarettes, matches, lighters, ashtrays, etc.
- Keep busy on your quit day. Exercise. Go to a movie. Take a walk. Get together with friends.
- Figure out how much money you'll save by not smoking. Most ex-smokers can save more than \$1,000 a year.
- Write down what you will do with the money you save.



- Know your high risk situations and plan ahead how you will deal with them.
- Keep **Nicorette** Gum near your bed, so you'll be prepared for any nicotine cravings when you wake up in the morning.
- Visit your dentist and have your teeth cleaned to get rid of the tobacco stains.

**Right after Quitting:**

- During the first few days after you've stopped smoking, spend as much time as possible at places where smoking is not allowed.

- Drink large quantities of water and fruit juices.
- Try to avoid alcohol, coffee and other beverages you associate with smoking.
- Remember that temporary urges to smoke will pass, even if you don't smoke a cigarette.
- Keep your hands busy with something like a pencil or a paper clip.
- Find other activities which help you relax without cigarettes.
- Swim, jog, take a walk, play basketball.

- Don't worry too much about gaining weight. Watch what you eat, take time for daily exercise, and change your eating habits if you need to.
- Laughter helps. Watch or read something funny.



stop smoking, you might feel edgy and nervous and have trouble concentrating. You might get headaches, feel dizzy and a little out of sorts, feel sweaty or have stomach upsets. You might even have trouble sleeping at first. These are typical withdrawal symptoms that will go away with time. Your smoker's cough will get worse before it gets better. But don't worry, that's a good sign. Coughing helps clear the tar deposits out of your lungs.

**WHAT TO EXPECT.** Your body is now coming back into balance. During the first few days after you

### **After A Week Or Two.**

By now you should be feeling more confident that you can handle those smoking urges. Many of your withdrawal symptoms have left by now, and you should be noticing some positive signs: less coughing, better breathing and an improved sense of taste and smell, to name a few.

### **After A Month.**

You probably have the urge to smoke much less often now. But urges may still occur, and when they do, they are likely

to be powerful ones that come out of nowhere. Don't let them catch you off guard. Plan ahead for these difficult times.

Concentrate on the ways non-smokers are more attractive than smokers. Their skin is less likely to wrinkle. Their teeth are whiter, cleaner. Their breath is fresher. Their hair and clothes smell better. That cough that seems to make even a laugh sound more like a rattle is a thing of the past. Their children and others around them are healthier, too.

### **What To Do About Relapse.**

What should you do if you slip and start smoking again? The answer is simple. A lapse of one or two or even a few cigarettes has not spoiled your efforts! Discard your cigarettes, forgive yourself and try again. If you start smoking again, keep your box of **Nicorette** Gum for your next quit attempt.

If you have taken up regular smoking again, don't be discouraged. Research shows that the best thing you can do is to try again. The important thing is to learn from your last attempt.

- Admit that you've slipped, but don't treat yourself as a failure.
- Try to identify the "trigger" that caused you to slip, and prepare a better plan for dealing with this problem next time.
- Talk positively to yourself – tell yourself that you have learned something from this experience.
- Make sure you used **Nicorette** Gum correctly over the full 12 weeks to reduce your craving for nicotine.
- Remember that it takes practice to do

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anything, and quitting smoking is no exception.

## **WHEN THE STRUGGLE IS OVER.**

Once you've stopped smoking, take a second and pat yourself on your back. Now do it again. You deserve it. Remember now why you decided to stop smoking in the first place. Look at your list of reasons. Read them again. And smile. Now think about all the money you are saving and what you'll do with it. All the non-smoking places you can go, and what you might do there.

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All those years you may have added to your life, and what you'll do with them. Remember that temptation may not be gone forever. However, the hard part is behind you so look forward with a positive attitude, and enjoy your new life as a non-smoker.

## **QUESTIONS & ANSWERS.**

### **1. How will I feel when I stop smoking and start using Nicorette Gum?**

You'll need to prepare yourself for some nicotine withdrawal symptoms. These begin almost immediately after you stop



smoking, and are usually at their worst during the first three or four days.

Understand that any of the following is possible:

- craving for cigarettes
- anxiety, irritability, restlessness, mood changes, nervousness
- drowsiness
- trouble concentrating
- increased appetite and weight gain
- headaches, muscular pain, constipation, fatigue.

**Nicorette** Gum can help provide relief from withdrawal symptoms such as irritability and nervousness, as well as the craving for nicotine you used to satisfy by having a cigarette.

## **2. Is Nicorette Gum just substituting one form of nicotine for another?**

**Nicorette** Gum does contain nicotine. The purpose of **Nicorette** Gum is to provide you with enough nicotine to help control the physical withdrawal symptoms so you can deal with the mental aspects of quitting. During the 12 week program, you will gradually

reduce your nicotine intake by switching to fewer pieces each day.

### **3. Can I be hurt by using Nicorette Gum?**

For most adults, the amount of nicotine in the gum is less than from smoking. Some people will be sensitive to even this amount of nicotine and should not use this product without advice from their doctor (see page 5).

Because **Nicorette** Gum is a gum-based product, chewing it can cause dental fillings

to loosen and aggravate other mouth, tooth and jaw problems. **Nicorette** Gum can also cause hiccups, heartburn and other stomach problems especially if chewed too quickly or not chewed correctly.

### **4. Will I gain weight?**

Many people do tend to gain a few pounds the first 8-10 weeks after they stop smoking. This is a very small price to pay for the enormous gains that you will make in your overall health and attractiveness. If you

continue to gain weight after the first two months, try to analyze what you're doing differently. Reduce your fat intake, choose healthy snacks, and increase your physical activity to burn off the extra calories.

### **5. Is Nicorette Gum more expensive than smoking?**

The total cost of **Nicorette** Gum for the twelve week program is about equal to what a person who smokes one and a half packs of cigarettes a day would spend on cigarettes for the same period of time.

Also, use of **Nicorette** Gum is only a short-term cost, while the cost of smoking is a long-term cost, because of the health problems smoking causes.

### **6. What if I slip up?**

Discard your cigarettes, forgive yourself and then get back on track. Don't consider yourself a failure or punish yourself. In fact, people who have already tried to quit are more likely to be successful the next time.

# GOOD LUCK!



## Recommended dosage schedule for Nicorette Gum:

<b>STEP 1</b>	<b>STEP 2</b>	<b>STEP 3</b>
<b>weeks 1 to 6</b> 1 piece every 1 to 2 hours	<b>weeks 7 to 9</b> 1 piece every 2 to 4 hours	<b>weeks 10 to 12</b> 1 piece every 4 to 8 hours

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**WALLET  
CARD**

**My most important reasons  
to quit smoking are:**

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## WHERE TO CALL FOR HELP

American Lung Association  
1-800-586-4872

American Cancer Society  
1-800-227-2345

American Heart Association  
1-800-242-8721

WALLET CARD

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AT THE BEGINNING OF WEEK #1 (QUIT DATE)



AT THE BEGINNING OF WEEK #7

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PLACE THESE STICKERS ON YOUR CALENDAR:



AT THE BEGINNING OF WEEK #10



12 WEEKS AFTER QUIT DATE



# Nicorette<sup>®</sup>

nicotine polacrilex gum  
2mg and 4mg User's Guide

## Gum



## HOW TO USE NICORETTE GUM TO HELP YOU QUIT SMOKING.

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(See insert)



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## KEYS TO SUCCESS.

- 1) You must really want to quit smoking for **Nicorette**<sup>®</sup> Gum to help you.
- 2) You can greatly increase your chances for success by using at least 9 to 12 pieces every day when you start using **Nicorette** Gum. See page 12.
- 3) You should continue to use **Nicorette** Gum as explained in this User's Guide for 12 full weeks. If you feel you need to use **Nicorette** Gum for a longer period to keep from smoking, talk to your health care provider.
- 4) **Nicorette** Gum works best when used together with a support program — See page 3 for details.
- 5) If you have trouble using **Nicorette** Gum, ask your doctor or pharmacist or call GlaxoSmithKline at 1-800-419-4766 weekdays (10:00 am - 4:30 pm ET).
- 6) To request a free audio CD containing tips to help make quitting easier, call the toll free number listed above. (ONE CD PER CUSTOMER)

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## SO YOU DECIDED TO QUIT.

Congratulations.

Your decision to stop smoking is an important one. That's why you've made the right choice in choosing **Nicorette** Gum.

Your own chances of quitting smoking depend on how much you want to quit, how strongly you are addicted to tobacco, and how closely you follow a quitting program like the one that comes with **Nicorette** Gum.

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## QUITTING SMOKING IS HARD!

If you've tried to quit before and haven't succeeded, don't be discouraged! Quitting isn't easy. It takes time, and most people try a few times before they are successful. The important thing is to try again until you succeed. This User's Guide will give you support as you become a non-smoker. It will answer common questions about **Nicorette** Gum and give tips to help you stop smoking, and should be referred to often.

Reference ID: 3826693

**WHERE TO GET HELP.** You are more likely to stop smoking by using **Nicorette** Gum with a support program that helps you break your smoking habit. There may be support groups in your area for people trying to quit. Call your local chapter of the American Lung Association, American Cancer Society or American Heart Association for further information. Toll free phone numbers are printed on the Wallet Card on the back cover of this User's Guide.

If you find you cannot stop smoking or if you start smoking again after using **Nicorette** Gum, remember breaking this addiction doesn't happen overnight. You may want to talk to a health care professional who can help you improve your chances of quitting the next time you try **Nicorette** Gum or another method.

**LET'S GET ORGANIZED.** Your reason for quitting may be a combination of concerns about health, the effect of smoking on your appearance, and pressure from your family

and friends to stop smoking. Or maybe you're concerned about the dangerous effect of second-hand smoke on the people you care about. All of these are good reasons. You probably have others. Decide your most important reasons, and write them down on the wallet card inside the back cover of this User's Guide. Carry this card with you. In difficult moments, when you want to smoke, the card will remind you why you are quitting.

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**SOME  
IMPORTANT  
WARNINGS.**

This product is only for those who want to stop smoking.

**If you are pregnant or breast-feeding, only use this medicine on the advice of your health care provider.**

Smoking can seriously harm your child. Try to stop smoking without using any nicotine replacement medicine. This medicine is believed to be safer than smoking. However, the risks to your child from this medicine are not fully known.

**Ask a doctor before use if you have**

- a sodium-restricted diet
- heart disease, recent heart attack, or irregular heartbeat. Nicotine can increase your heart rate.
- high blood pressure not controlled with medication. Nicotine can increase your blood pressure.
- stomach ulcer or diabetes
- history of seizures

**Ask a doctor or pharmacist before use if you are**

- using a non-nicotine stop smoking drug
- taking a prescription medicine for depression or asthma. Your prescription dose may need to be adjusted.

**Stop use and ask a doctor if**

- mouth, teeth or jaw problems occur
- irregular heartbeat or palpitations occur
- you get symptoms of nicotine overdose such as nausea, vomiting, dizziness, diarrhea, weakness and rapid heartbeat
- oral blistering occurs

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- you have symptoms of an allergic reaction (such as difficulty breathing or rash)

**Keep out of reach of children and pets.**

Pieces of nicotine gum may have enough nicotine to make children and pets sick. Wrap used pieces of gum in paper and throw away in the trash. In case of overdose, get medical help or contact a Poison Control Center right away.

**LET'S GET STARTED.** Becoming a non-smoker starts today. First, check that you bought the right starting dose. **If you smoke your first cigarette within 30 minutes of waking up,** use 4mg nicotine

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gum. **If you smoke your first cigarette more than 30 minutes after waking up,** use 2mg nicotine gum. Next, read through the entire User's Guide carefully. Then, set your personalized quitting schedule. Take out a calendar that you can use to track your progress, and identify four dates, using the stickers in the center of this User's Guide:

**STEP 1. (Weeks 1-6). Your quit date (and the day you'll start using Nicorette Gum).**

Choose your quit date (it should be soon). This is the day you will begin using **Nicorette** Gum to satisfy your cravings for nicotine.

For the first six weeks, you'll use a piece of **Nicorette** Gum every hour or two. Be sure to follow the directions starting on pages 10 and 12. Place the Step 1 stickers on this date.

**STEP 2. (Weeks 7 to 9). The day you'll start reducing your use of Nicorette Gum.**

After six weeks, you'll begin gradually reducing your **Nicorette** Gum usage to one piece every two to four hours. Place the Step 2 sticker on this date (the first day of week seven).

**STEP 3. (Weeks 10-12). The day you'll further reduce your use of Nicorette Gum.**



Nine weeks after you begin using **Nicorette** Gum, you will further reduce your nicotine intake by using one piece every four to eight hours. Place the Step 3 sticker on this date (the first day of week ten). For the next three weeks, you'll use a piece of **Nicorette** Gum every four to eight hours.

**End of treatment: The day you'll complete Nicorette Gum therapy.**

Identify the date thirteen weeks after the date you chose in Step 1, and place the "EX-SMOKER" sticker on your calendar.

**PLAN AHEAD.** Because smoking is an addiction, it is not easy to stop. After you've given up cigarettes, you will still have a strong urge to smoke. Plan ahead NOW for these times, so you're not defeated in a moment of weakness. The following tips may help:

- Keep the phone numbers of supportive friends and family members handy.
- Keep a record of your quitting process. Track the number of **Nicorette** Gum pieces you use each day, and whether you feel a craving for cigarettes. In the event that

you slip, immediately stop smoking and resume your quit attempt with the **Nicorette** Gum program.

- Put together an Emergency Kit that includes items that will help take your mind off occasional urges to smoke. Include cinnamon gum or lemon drops to suck on, a relaxing CD, and something for your hands to play with, like a smooth rock, rubber band, or small metal balls.

- Set aside some small rewards, like a new magazine or a gift certificate from your favorite store, which you'll "give" yourself after passing difficult hurdles.
- Think now about the times when you most often want a cigarette, and then plan what else you might do instead of smoking. For instance, you might plan to take your coffee break in a new location, or take a walk right after dinner, so you won't be tempted to smoke.

## **HOW NICORETTE GUM WORKS.**

**Nicorette** Gum's sugar-free chewing pieces provide nicotine to your system – they work as a temporary aid to help you quit smoking by reducing nicotine withdrawal symptoms. **Nicorette** Gum provides a lower level of nicotine to your blood than cigarettes, and allows you to gradually do away with your body's need for nicotine.

Because **Nicorette** Gum does not contain the tar or carbon monoxide of cigarette smoke, it does not have the same health dangers as tobacco. However, it still delivers nicotine,

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the addictive part of cigarette smoke. Nicotine can cause side effects such as headache, nausea, upset stomach, and dizziness.

## **HOW TO USE NICORETTE GUM.**

**If you are under 18 years of age, ask a doctor before use.**

Before you can use **Nicorette** Gum correctly, you have to practice! That sounds silly, but it isn't. **Nicorette Gum isn't like ordinary chewing gum.** It's a medicine, and must be chewed a certain way to work right. Chewed like ordinary gum, **Nicorette** Gum won't work well and

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can cause side effects. An overdose can occur if you chew more than one piece of **Nicorette** Gum at the same time, or if you chew many pieces one after another. Read all the following instructions before using **Nicorette** Gum. Refer to them often to make sure you're using **Nicorette** Gum correctly. If you chew too fast, or do not chew correctly, you may get hiccups, heartburn, or other stomach problems. Don't eat or drink for 15 minutes before using **Nicorette** Gum, or while chewing a piece. The effectiveness of **Nicorette** Gum may be reduced by some foods and drinks, such as

coffee, juices, wine or soft drinks.

- 1) Begin using **Nicorette** Gum on your quit day.
- 2) To reduce craving and other withdrawal symptoms, use **Nicorette** Gum according to the dosage schedule on page 12.
- 3) Chew each **Nicorette** Gum piece very slowly several times.
- 4) Stop chewing when you notice a peppery taste, or a slight tingling in your mouth. (This usually happens after about 15 chews, but may vary from person to person.)

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- 5) "PARK" the **Nicorette** Gum piece between your cheek and gum, and leave it there.
- 6) When the peppery taste or tingle is almost gone (in about a minute), start to chew a few times slowly again. When the taste or tingle returns, stop again.
- 7) Park the **Nicorette** Gum piece again (in a different place in your mouth).
- 8) Repeat steps 3 to 7 (chew, chew, park) until most of the nicotine is gone from the **Nicorette** Gum piece (usually happens in about half an hour; the peppery taste or tingle won't return.)

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- 9) Wrap the used **Nicorette** Gum piece in paper and throw away in the trash.

The following chart lists the recommended usage schedule for Nicorette Gum:		
Weeks 1 to 6	Weeks 7 to 9	Weeks 10 to 12
1 piece every 1 to 2 hours	1 piece every 2 to 4 hours	1 piece every 4 to 8 hours
<b>DO NOT USE MORE THAN 24 PIECES PER DAY.</b>		

To improve your chances of quitting, use at least 9 pieces of **Nicorette** Gum a day. If you experience strong or frequent cravings, you may use a second piece within the hour. However, do not continuously use one

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A Personal  
Invitation to Join

brought to you by

**Nicorette**<sup>®</sup>  
Gum



**ENROLL  
NOW!**

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To Enroll Call Now  
1-800-770-0708



or enroll online at  
[www.committedquitters.com](http://www.committedquitters.com)

## *Having a Plan Will Help You Quit*

**Nicorette<sup>®</sup>**  
Gum



*is a **FREE** custom-tailored plan to help you break your psychological addiction to smoking — while NICORETTE Gum fights the physical addiction. To get*

*your plan, call toll free 1-800-770-0708 or visit us on the Web at [www.committedquitters.com](http://www.committedquitters.com).*

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## **WHEN YOU CALL:**

You will be asked a few questions to understand YOU and YOUR specific needs.

## **AFTER YOU CALL:**

In a few days, you will receive your custom-tailored stop smoking plan. You will continue to receive personal, custom-tailored support — six times during the next twelve weeks.



# Your Plan Will Contain:

## Week 1

12-week  
stop  
smoking  
plan



## Week 2

Newsletter  
with stories  
from other  
successful  
quitters



## Week 3

Motivational  
postcard



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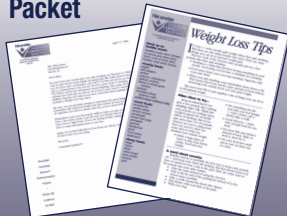
## Week 6

More tips  
on quitting



## Week 9

Congratulations  
Packet



## Week 12

Award  
Certificate



Materials are subject to change.

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## **How To Survive the First Week:**

### **1. Control your physical cravings for nicotine.**

Use enough – You can greatly increase your chances for success by using at least 9 to 12 pieces every day when you start using **Nicorette** Gum.

### **2. Get rid of all signs that you ever smoked —**

ashtrays, matches and, of course, cigarettes.

### **3. Stay active.**

Keep busy to take your mind off smoking.

### **4. Think positive!**

The first week is the toughest. Remind yourself that it will get easier.

*Use the sample of the Stop Smoking Plan (see next page) to get you through the first week until your materials arrive.*

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## WEEK ONE

**The toughest hurdle — your first week without cigarettes.**

Your craving for nicotine will be strongest during this first week. To deal with physical withdrawal, use Nicorette Gum properly. Follow the directions on your Nicorette Gum package.

## CALENDAR

Day	Pieces Chewed	Planning: Plan ahead. Note events here that will tempt you to smoke, and how you will deal with them.
1.	_____	_____
2.	_____	_____
3.	_____	_____
4.	_____	_____
5.	_____	_____
6.	_____	_____
7.	_____	_____

\*Carry this calendar with you.

**If you have gone back to smoking, call 1-800-770-0708 to order relapse information.**

### TIPS

- Make sure you tell friends and family members that you quit.
- Use enough Nicorette Gum — at least 9 to 12 pieces per day.
- Stay active. Keep busy to take your mind off smoking.
- When an urge to smoke strikes, take a few deep breaths and remind yourself how important quitting is to you.

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*The Committed Quitters<sup>®</sup> program is a plan specifically individualized for you.*

**Call Between 7 am and 12 Midnight ET or enroll online 24 hours a day. (ONE PLAN PER CUSTOMER)**

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Read and follow label directions

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piece after another, since this may cause you hiccups, heartburn, nausea or other side effects.

## HOW TO REDUCE YOUR NICORETTE GUM USAGE.

The goal of using **Nicorette** Gum is to slowly reduce your dependence on nicotine. The schedule for using **Nicorette** Gum

will help you reduce your nicotine craving gradually as you reduce and then stop your use of **Nicorette** Gum. Here are some tips to help you cut back during each step and then stop using **Nicorette** Gum:

- After a while, start chewing each **Nicorette** Gum piece for only 10 to 15 minutes, instead of half an hour. Then, gradually begin to reduce the number of pieces used.
- Or, try chewing each piece for longer than half an hour, but reduce the number of pieces you use each day.
- Substitute ordinary chewing gum for some of the **Nicorette** Gum pieces you would normally use. Increase the number of pieces of ordinary gum as you cut back on the **Nicorette** Gum pieces.

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- Check how well you've reduced your daily usage of **Nicorette** Gum in Weeks 10 to 12. You should only be using about 3 to 5 pieces a day. Get ready to stop.

The following tips may help you try to stop **Nicorette** Gum when you have completed treatment.

- Set a stop date.
- Use the same number of pieces of confectionery gum or mints as you were using **Nicorette** Gum per day.

At the times when you have an urge to use **Nicorette** Gum, use a strong flavored gum or mint such as cinnamon or peppermint.

- Reduce the number of pieces of gum or mints you use by one piece per day until you do not need to use any gum or mints.

**Talk to your doctor or health care provider if you:**

- still feel the need to use **Nicorette** Gum at the end of week 12 to keep from smoking
- start using **Nicorette** Gum again after stopping
- start smoking again

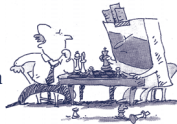
## **TIPS TO MAKE QUITTING EASIER.**

Within the first few weeks of giving up smoking, you may be tempted to smoke for pleasure, particularly after completing a difficult task, or at a party or bar. Here are some tips to help get you through the important first stages of becoming a non-smoker:

### **On Your Quit Date:**

- Ask your family, friends and co-workers to support you in your efforts to stop smoking.

- Throw away all your cigarettes, matches, lighters, ashtrays, etc.
- Keep busy on your quit day. Exercise. Go to a movie. Take a walk. Get together with friends.
- Figure out how much money you'll save by not smoking. Most ex-smokers can save more than \$1,000 a year.
- Write down what you will do with the money you save.





- Know your high risk situations and plan ahead how you will deal with them.
- Keep **Nicorette** Gum near your bed, so you'll be prepared for any nicotine cravings when you wake up in the morning.
- Visit your dentist and have your teeth cleaned to get rid of the tobacco stains.

#### **Right after Quitting:**

- During the first few days after you've stopped smoking, spend as much time as possible at places where smoking is not allowed.

- Drink large quantities of water and fruit juices.
- Try to avoid alcohol, coffee and other beverages you associate with smoking.
- Remember that temporary urges to smoke will pass, even if you don't smoke a cigarette.
- Keep your hands busy with something like a pencil or a paper clip.
- Find other activities which help you relax without cigarettes.
- Swim, jog, take a walk, play basketball.

- Don't worry too much about gaining weight. Watch what you eat, take time for daily exercise, and change your eating habits if you need to.
- Laughter helps. Watch or read something funny.



stop smoking, you might feel edgy and nervous and have trouble concentrating. You might get headaches, feel dizzy and a little out of sorts, feel sweaty or have stomach upsets. You might even have trouble sleeping at first. These are typical withdrawal symptoms that will go away with time. Your smoker's cough will get worse before it gets better. But don't worry, that's a good sign. Coughing helps clear the tar deposits out of your lungs.

**WHAT TO EXPECT.** Your body is now coming back into balance. During the first few days after you

### **After A Week Or Two.**

By now you should be feeling more confident that you can handle those smoking urges. Many of your withdrawal symptoms have left by now, and you should be noticing some positive signs: less coughing, better breathing and an improved sense of taste and smell, to name a few.

### **After A Month.**

You probably have the urge to smoke much less often now. But urges may still occur, and when they do, they are likely

to be powerful ones that come out of nowhere. Don't let them catch you off guard. Plan ahead for these difficult times.

Concentrate on the ways non-smokers are more attractive than smokers. Their skin is less likely to wrinkle. Their teeth are whiter, cleaner. Their breath is fresher. Their hair and clothes smell better. That cough that seems to make even a laugh sound more like a rattle is a thing of the past. Their children and others around them are healthier, too.

### **What To Do About Relapse.**

What should you do if you slip and start smoking again? The answer is simple. A lapse of one or two or even a few cigarettes has not spoiled your efforts! Discard your cigarettes, forgive yourself and try again. If you start smoking again, keep your box of **Nicorette** Gum for your next quit attempt.

If you have taken up regular smoking again, don't be discouraged. Research shows that the best thing you can do is to try again. The important thing is to learn from your last attempt.

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- Admit that you've slipped, but don't treat yourself as a failure.
- Try to identify the "trigger" that caused you to slip, and prepare a better plan for dealing with this problem next time.
- Talk positively to yourself – tell yourself that you have learned something from this experience.
- Make sure you used **Nicorette** Gum correctly over the full 12 weeks to reduce your craving for nicotine.
- Remember that it takes practice to do

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anything, and quitting smoking is no exception.

## **WHEN THE STRUGGLE IS OVER.**

Once you've stopped smoking, take a second and pat yourself on your back. Now do it again. You deserve it. Remember now why you decided to stop smoking in the first place. Look at your list of reasons. Read them again. And smile. Now think about all the money you are saving and what you'll do with it. All the non-smoking places you can go, and what you might do there.

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All those years you may have added to your life, and what you'll do with them. Remember that temptation may not be gone forever. However, the hard part is behind you so look forward with a positive attitude, and enjoy your new life as a non-smoker.

## **QUESTIONS & ANSWERS.**

### **1. How will I feel when I stop smoking and start using Nicorette Gum?**

You'll need to prepare yourself for some nicotine withdrawal symptoms. These begin almost immediately after you stop

smoking, and are usually at their worst during the first three or four days.

Understand that any of the following is possible:

- craving for cigarettes
- anxiety, irritability, restlessness, mood changes, nervousness
- drowsiness
- trouble concentrating
- increased appetite and weight gain
- headaches, muscular pain, constipation, fatigue.

**Nicorette** Gum can help provide relief from withdrawal symptoms such as irritability and nervousness, as well as the craving for nicotine you used to satisfy by having a cigarette.

## **2. Is Nicorette Gum just substituting one form of nicotine for another?**

**Nicorette** Gum does contain nicotine. The purpose of **Nicorette** Gum is to provide you with enough nicotine to help control the physical withdrawal symptoms so you can deal with the mental aspects of quitting. During the 12 week program, you will gradually

reduce your nicotine intake by switching to fewer pieces each day.

### **3. Can I be hurt by using Nicorette Gum?**

For most adults, the amount of nicotine in the gum is less than from smoking. Some people will be sensitive to even this amount of nicotine and should not use this product without advice from their doctor (see page 5).

Because **Nicorette** Gum is a gum-based product, chewing it can cause dental fillings

to loosen and aggravate other mouth, tooth and jaw problems. **Nicorette** Gum can also cause hiccups, heartburn and other stomach problems especially if chewed too quickly or not chewed correctly.

### **4. Will I gain weight?**

Many people do tend to gain a few pounds the first 8-10 weeks after they stop smoking. This is a very small price to pay for the enormous gains that you will make in your overall health and attractiveness. If you

continue to gain weight after the first two months, try to analyze what you're doing differently. Reduce your fat intake, choose healthy snacks, and increase your physical activity to burn off the extra calories.

### **5. Is Nicorette Gum more expensive than smoking?**

The total cost of **Nicorette** Gum for the twelve week program is about equal to what a person who smokes one and a half packs of cigarettes a day would spend on cigarettes for the same period of time.

Also, use of **Nicorette** Gum is only a short-term cost, while the cost of smoking is a long-term cost, because of the health problems smoking causes.

### **6. What if I slip up?**

Discard your cigarettes, forgive yourself and then get back on track. Don't consider yourself a failure or punish yourself. In fact, people who have already tried to quit are more likely to be successful the next time.



# GOOD LUCK!



## Recommended dosage schedule for Nicorette Gum:

<b>STEP 1</b>	<b>STEP 2</b>	<b>STEP 3</b>
<b>weeks 1 to 6</b> 1 piece every 1 to 2 hours	<b>weeks 7 to 9</b> 1 piece every 2 to 4 hours	<b>weeks 10 to 12</b> 1 piece every 4 to 8 hours

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**WALLET  
CARD**

**My most important reasons  
to quit smoking are:**

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## WHERE TO CALL FOR HELP

American Lung Association  
1-800-586-4872

American Cancer Society  
1-800-227-2345

American Heart Association  
1-800-242-8721

WALLET CARD

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AT THE BEGINNING OF WEEK #1 (QUIT DATE)



AT THE BEGINNING OF WEEK #7

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PLACE THESE STICKERS ON YOUR CALENDAR:



AT THE BEGINNING OF WEEK #10



12 WEEKS AFTER QUIT DATE

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**This is a representation of an electronic record that was signed electronically and this page is the manifestation of the electronic signature.**  
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/s/  
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JANICE ADAMS  
09/29/2015