

GETTING YOUR CRAVINGS UNDER CONTROL

**NO SMOKING DAY
10TH MARCH**

The simple truth is that giving up smoking could save your life which is why as many as 70% of smokers in the UK⁽¹⁾ want to stop. Despite knowing how bad smoking is for our health, we all know giving up is easier said than done. However, help is at hand from Nicorette who aim to make this year's No Smoking Day on March 10th, the day you stop smoking for good.

The theme of this year's No Smoking Day is 'for smokers who want out'. Ben Youdan, Campaign Director explains:

"No Smoking Day is about providing those smokers who want out with the support, help and information they need to be successful."

No Escape For Cravings

This year, the Nicorette Cravings Crew will be tracking down 'Cravings Man'. Look out for the Nicorette Cravings Control Crew in central London today who will be hot on the heels of 'Craving Man'. The Cravings Control Crew will also be handing out information and advice as well as a helpline number for quitters to call for a Fresh Start Support pack to help them get their cravings under control.

Your Chance To Win With Nicorette

You may have escaped the Nicorette Cravings Control Crew in London today but they are also on the look out for quitters suffering uncontrollable cravings in Birmingham, Glasgow, Liverpool, Sheffield, Bristol, Manchester, Edinburgh and Southampton. Members of the public in these areas will have the opportunity to win a fantastic free 3-month gym membership at their local Fitness First gym to motivate them to give up smoking for good. For your nearest Fitness First Gym call 01202 845000. Write in to Nicorette Cravings Control/ES offer at: Fuel PR, 3 The Cloisters, Battersea, Park Road, London SW8 4BG revealing the best way to deal with out of control cravings. Entries must be over 18.

Get By With A Little Help From Nicorette

This No Smoking Day, Nicorette could be all the help you need to overpower the strongest of cravings and make you a smoke-free zone. Nicorette can offer the help and support that you need as it has the widest range of nicotine replacement products (NRTs) available. Nicorette understands that every smoker has different needs which is why they have products available to tackle individual smoking patterns. Smokers can choose from: Nicorette Patch, Gum, Inhalator, Microtab, or a Nasal Spray which, when combined with willpower, will help get cravings under control.

Nicorette Patch doubles the chances of quitting successfully compared to just willpower⁽²⁾ and provides a simple and discreet method of delivering a controlled dose of nicotine. Research shows that 9 out of 10 relapses happen in the afternoon or evening⁽³⁾. Only Nicorette offers a 16 hour patch that is specifically designed to mimic smoking patterns so you can take the patch off at bedtime and avoid night-time dosing, which can cause sleep disturbance in some people. ⁽⁴⁾ ⁽⁵⁾ ⁽⁶⁾



Image courtesy of No Smoking Day

Chew Away The Fat

'I can't give up smoking, I might put on weight,' is no longer an acceptable excuse for putting off quitting as new research presented at the 5th European Conference of the Society for Research on Nicotine and Tobacco (SRNT) shows that Nicotine Gum can also help women to control the weight gain many experience when quitting smoking⁽⁷⁾. The concerns of women about post cessation weight gain currently represent a significant

Time To Take Control

Nicorette have made giving up smoking that little bit easier and the incentives are obvious. It will not only considerably reduce your risk of serious disease but you will also have increased energy levels, more radiant skin, fresher smelling clothes, hair and breath as well as more money to spend on yourself. In short, you would be cheating yourself by carrying on.

So let Nicorette get to work on your cravings while you enjoy the benefits of being in control and becoming a smoke-free zone.

barrier to smoking abstinence. The results of this study are encouraging as the knowledge that Nicotine Gum can reduce post cessation weight gain should motivate more smokers to quit and gain the subsequent health benefits. It is also important for smokers to realise that using higher doses of Nicotine Gum can in some cases lead to less weight gain after quitting which should help more people to achieve long-term smoking abstinence. The study, involving 253 female smokers, showed that by replacing cigarettes with Nicorette® Gum, subjects were able to reduce their post cessation weight gain. Subjects who used more Nicorette® Gum experienced significantly less weight gain than subjects who used less or none at all. This is thought to be due to smoking causing an increase in the body's metabolism, therefore, when people quit smoking their metabolism reverts to normal levels, potentially resulting in weight gain. With Nicorette® Gum, people are significantly less likely to gain weight during treatment.



Nicorette's tips for success:

- take exercise - it can take your mind off cigarettes and release feel - good chemicals in the brain
- clean the house and make it a smoke-free zone
- brush your teeth and remind yourself how horrible cigarettes taste
- give your hands something to do – play with a stress toy or a pencil
- burn aromatherapy oils to help you relax

Nicorette products are available from Boots, independent pharmacies and grocery stores.

Nicorette contains nicotine. Requires willpower. Always read the label.

Call 0800 244 838 or visit the nicorette website at www.nicorette.co.uk



(1) <http://www.nosmokingday.org.uk>
 (2) Garvey AJ, et al. Nicotine & Tobacco research 2000; 2:1: 53-63.2. Leischow SJ, et al. Archives of Family Medicine 1992;1
 (3) West R. Prof. Human Psychopharmacology: Clinical and Experimental 2003;18:345-349
 (4) Fagerstrom KO, Sawe U. The pathophysiology of nicotine dependence: treatment options and the cardiovascular safety of nicotine. 1996; 6(3): 125-143
 (5) Leischow SJ, et al. Effects of differing nicotine - replacement doses on weight gain after smoking cessation. Archives of Family Medicine 1992; 1:233-237. Klesges LM, et al. Metabolic effects of nicotine gum and cigarette smoking: potential implications for post-cessation weight gain? Journal of Consulting and Clinical Psychology 1991;59:5:749-752
 (6) Russell MAH et al. Targeting heavy smokers in general practice: randomised controlled trial of transdermal nicotine patches. British Medical Journal 1993;306: 1308-1312
 (7) Danielsson, Tet al. Effect of nicotine gum on post cessation weight gain 5th European SRNT, Padua, Italy November 2003

See The Patch Work

