



HEALTH AWARENESS

Experts Say Smokers Should Cut Back On Caffeine When Trying To Quit



(NAPSA)—For many smokers, coffee drinking goes hand in hand with cigarettes, but what happens when you quit smoking? While a new study shows that half of all smokers regularly drink coffee and smoke at the same time, experts say smokers should consider cutting back on caffeine when quitting. A new survey conducted by the marketers of Commit Cappuccino reveals that 86 percent of smokers surveyed are unaware that they may need to cut back their caffeine intake when trying to quit.

Smokers Drink More Coffee

According to the survey, smokers drink almost twice as much coffee as nonsmokers. Yet studies show that smoking causes smokers to metabolize caffeine faster, so when smokers try to quit, they may end up with more caffeine in their system, and may need to reduce their caffeine intake when trying to quit. In fact, the survey shows that fewer than one in 10 smokers (9 percent) know how smoking affects the way their system processes caffeine. Furthermore, about one-third of smokers (about 32 percent) do not know that too much caffeine in the blood can be harmful.

New Treatment Option

Smokers now have a new flavor of lozenge to conquer their addiction to cigarettes and get the coffee taste they crave, with the introduction of Commit's cappuccino-flavored lozenge. Commit Cappuccino provides low, safe

doses of therapeutic nicotine to calm withdrawal symptoms in a new, smooth, coffee flavor.

"It is important smokers understand that they don't need to give up coffee when trying to quit, but by drinking less coffee, they may help their body adjust to life without cigarettes and avoid caffeine side effects," said Saul Shiffman, Ph.D., researcher and professor in the departments of psychology and pharmaceutical science at the University of Pittsburgh and Glaxo-SmithKline consumer health care spokesperson. "The tie between smoking and coffee drinking is clear, and the new Commit Cappuccino lozenge is a great option to help a smoker quit in a safe, effective way. It calms nicotine cravings and withdrawal symptoms while giving smokers the coffee flavor they enjoy without the caffeine."

With more than 70 percent of adult American smokers trying to quit, the Commit 4-mg nicotine lozenge has shown that it specifically improves mental acuity, such as cognitive performance deficits, and symptoms of withdrawal, including craving, difficulty concentrating, irritability and restlessness, allowing smokers to wean off nicotine gradually and safely.

Learn More

Smokers interested in learning more about this new treatment option can visit Commitlozenge.com. Visitors can also request a free 24-count of Commit Cappuccino.