



## New Way To Quit Smoking

(NAPSA)—The nearly 50 million smokers in the U.S. may now have a unique and effective treatment to help them become smoke-free in 2003.

The U.S. Food and Drug Administration recently approved a nicotine replacement lozenge for over-the-counter (OTC) sale. The lozenge helps control cravings by delivering craving-fighting medicine fast. It's been shown to be effective in helping people quit cigarettes—including smokers who have tried quitting before.

Called Commit™, the medicine uses a groundbreaking new dosage-selection tool—called “Time To First Cigarette” (TTFC)—for smokers to determine their degree of physical dependence on nicotine.

With TTFC, those who smoke their first cigarette within 30 minutes of waking are directed to use the 4mg strength of the lozenge, whereas those who smoke their first cigarette after 30 minutes of waking are directed to use the 2mg strength. Using TTFC means smokers get the appropriate strength for their needs, which can help improve their chances of quitting.

“The ‘Time to First Cigarette’ dosing method helps ensure users get the most appropriate strength for their needs to help them quit successfully,” explains Saul Shiffman, Ph.D., professor of psychology at University of Pittsburgh. “It is ideal for the Commit Lozenge, because it reflects the quitter’s need to replenish nicotine levels, which is what the lozenge helps to do.”

Similar to Nicorette® nicotine gum and NicoDerm®CQ® nicotine patch, the lozenge works by providing a temporary alternative source of nicotine that can help reduce cravings and withdrawal symptoms that sometimes accom-



**Kick The Habit—New form of therapy may help make it easier to quit smoking.**

pany quit attempts—without exposing users to the other harmful tars and toxins in cigarette smoke. It goes to work after it is placed in the mouth, releasing nicotine as it dissolves to effectively reduce cravings. During the 12-week program, users take fewer and fewer lozenges until they are completely nicotine-free.

Purchasers of Commit receive a comprehensive user’s guide that explains the process of quitting, how the lozenge works, the TTFC dosage-selector tool, and provides specific tips for quitting and advice about staying smoke-free. Additionally, users are exclusively offered free enrollment in “Committed Quitters®,” a personalized behavioral support program that, when compared to nicotine replacement therapy alone, has been clinically proven to increase a smoker’s chance of quitting.

The lozenge is available in 2mg and 4mg strengths and can be found at drug stores, mass merchandisers and supermarkets, as well as online at Internet OTC product retailers.

For more information about the Commit lozenge, please visit [www.commitlozenge.com](http://www.commitlozenge.com). For more information about quitting smoking, visit [www.quit.com](http://www.quit.com).