



nicorette®
let's do something amazing



GUIDE BOOK

My Quit Plan

Your personal 12-week support programme to quit smoking

www.nicorette.com.au



GETTING STARTED

Congratulations on taking a big step towards successfully quitting smoking!

Quitting smoking is an amazing achievement, but it's also one of the hardest things to do. That's why we're here to help and support you every step of the way by providing expert advice, tips and encouragement to ensure you have the best chance to join the other quitters; there are **144 fewer smokers each week in Australia.**¹ Don't forget your healthcare professional can also help support you throughout your quit journey.

With the right support, you're more likely to quit than with willpower alone. So, in addition to showing the benefits of different products to use, we are helping you with a 12-week plan for success to ensure you get off to the best possible start.

Your name:

Date of starting your quit journey:

Pharmacy/quit support contact:

BENEFITS OF QUITTING

Before delving into personalised strategies for success, it's worth reminding yourself of some of the benefits of quitting.

Quitting improves your health

Your body starts to repair as soon as you quit. The health benefits of quitting are felt within the first hour.



+9 YEARS LONGER LIFE, if you quit by the age of 40, according to recent research²

In addition, if you are a woman and planning a baby, quitting will increase your chances of getting pregnant and having a healthy baby. If you are a man, quitting will reduce the negative effect that smoking has on your sperm and fertility.

Quitting positively impacts your appearance and well-being

Healthier skin, nails and teeth	Fresher breath, hair and clothes	More energy and control over your life	Better sense of smell and taste

Quitting improves your finances



To calculate how much you could save, search:

Quitting makes those around you healthier and happier

Your family, friends and colleagues will breathe cleaner air and will be at less risk of health problems from passive smoking. Even your home will look and smell cleaner – with no dirty ashtrays to wash or tempt you.

*For illustrative purposes only, based on average pricing and daily consumption habits.

HOW TO QUIT SMOKING

Maybe you've tried to quit before or maybe this is your first time and you're determined to make it work. Either way, how can you ensure you quit smoking for good?

Pick a date

Choose a date to quit and stick with it – it's a great way to mentally prepare yourself to quit.

Publicly announce that you're going to quit

A simple and effective strategy, as people will keep asking how you're doing and reminding you of your commitment.

Team up with a quit buddy

Choose a buddy who's also trying to quit so you can support each other through emotions, cravings and other challenges, as well as monitor progress together.

Treat yourself with the money you save on cigarettes

Set up a special account or start a 'quitting jar' to store the saved cash so you can spend it on something you enjoy.

Surround yourself with support

Keep company of people who encourage and motivate you to stick to your plan throughout your quit journey.

Try Nicotine Replacement Therapy (NRT)

NICORETTE® offers a range of NRT products that can help tackle cigarette cravings and nicotine withdrawal symptoms throughout your quit journey. **By using NICORETTE®, you double your chances of quitting successfully than with willpower alone.**³



STRATEGIES TO HELP YOU STAY ON TRACK

SPOT YOUR EXCUSES

You may be tempted to cheat during your quit journey. It is important to recognise your excuses to help make it easier to fight off your urge to smoke.

Excuse 1: I've been good about quitting, I deserve a day off

Be proud of your efforts so far and don't ruin it. Try rewarding yourself in another way.

Excuse 2: With everything that's going on, I can't be expected to quit

Remind yourself that you are in a lot more control than you think.

Excuse 3: I'm starting tomorrow, so I might as well finish the pack of cigarettes tonight

You've come a long way in finally taking a decision to quit. Start today – don't wait until tomorrow!

Excuse 4: I'll join my smoking buddy outside – I need a break from work

Consider going for a quick walk around the block or grabbing some tea instead.

MONITOR YOUR SMOKING

Keep a smoking diary to capture how many cigarettes you smoke, when you smoke, what you do while smoking and how much you needed or enjoyed each cigarette. This will help you become more aware of your smoking habits, help gain control of your behaviour and make it easier to change it.

MANAGE STRESS AND STRENGTHEN YOUR WILLPOWER

You may have learnt to deal with stress by smoking and might feel irritable when you quit. Furthermore, one of the symptoms of nicotine withdrawal is feeling irritable. Smoking immediately relaxes you due to a brief hit from a brain reward chemical called dopamine. But after a while, your stress might return, making you want to smoke again. Here are some other ways to handle stress and boost your willpower to ensure you cope well without smoking.

Develop a can-do attitude

Remind yourself that you can do it so you stand a much better chance of staying off cigarettes.

Do things you enjoy doing

Listen to music, watch a movie, spend time with your family and friends or play with your pet. These activities will help you distract yourself and refresh your energy levels.

Get active

Research shows that physical activity helps boost the brain chemicals associated with feelings of well-being (refer to exercise tips on page 12).

Eat healthy food

Healthy eating will help you feel more energetic and less sluggish, making it easier to resist smoking (refer to healthy eating tips on page 12).

Get a good night's sleep

Make sure you sleep for more than 6 hours a night. Research shows that sleeping well improves your ability to focus and increases willpower.

Meditate everyday

Even five minutes of meditation each day helps improve a wide range of willpower skills, including attention, focus, stress management, impulse control and self-awareness.

STRATEGIES TO HELP YOU STAY ON TRACK

MINIMISE TEMPTATION

When you first quit, your cigarette cravings will be quite powerful. Look for ways to anticipate and minimise cravings to help you break free from smoking.

Avoid places and things that you associate with smoking

For instance, if you smoke with your first coffee, switch to tea or juice instead. If drinking triggers your smoking, go watch a movie or hang out in a park instead of going out for drinks. If you normally smoke after dinner, get up and take a short walk instead.

Get rid of reminders

Throw away ashtrays, cigarette lighters and anything else that might tempt you to smoke.

Consider NRT to curb cravings

NICORETTE® QuickMist starts to relieve cravings from 30 seconds.^{4a} (more on NICORETTE® products on page 35).

SET UP A SUPPORT NETWORK

Having someone to lean on in a moment of weakness could be just the trick to keep you on track.

- **Team up** with a quit buddy
- **Join a quit-smoking group** online
- **Call a quit helpline** for information and support
- **Spread the word online** through social media or a personal blog
- **Speak to your pharmacist or healthcare professional** for expert advice

^a2 x 1 mg/sprays.



STRATEGIES TO HELP YOU STAY ON TRACK

EAT HEALTHY

After quitting, some people experience an increased appetite or tend to snack more to keep their hands and mouth busy. Take this as an opportunity to develop healthy eating habits. Increase your intake of:

- **Fruits and vegetables.** These are packed with vitamins and minerals that provide energy while being low in calories
- **Whole grain products** such as brown rice and whole oats. Limit foods like white bread, white rice and plain pasta
- **Dairy products** such as low-fat milk, yoghurt and cheese. These contain calcium, potassium, vitamin D and other nutrients
- **Lean protein products** such as pork loin, round beef, as well as chicken, turkey and eggs. These help build healthy muscles, bones, skin and blood

STAY FIT

Regular exercise can improve your stamina, increase your self-esteem and help you keep your mind off smoking.

Choose a form of exercise that you enjoy

Walk with a buddy, enrol in a dance class, join a gym or a sports team.

Take it slowly

If you are new to exercising, start with 10 minutes of activity three days a week and gradually build up to 30 minutes a day.

Find an exercise buddy

This could be your quit buddy and you both could encourage each other to keep going.

TACKLING WITHDRAWALS

Withdrawal symptoms are positive signs that your body is recovering from the harmful effects of smoking. These will start to fade as your body and mind get used to not smoking. Here are a few common symptoms you may experience and ways to overcome them.

Cough

Developing a cough after quitting is a sign that your lungs are getting better. Drinking plenty of water, consuming honey or sucking cough drops can help ease any throat irritation.

Sleep disturbances

Sleep problems can range from insomnia to needing extra sleep during the day. Allow yourself a 20 minute nap and/or pay attention to your bedtime routine. Simple things like avoiding bright lights and turning off screens can make a difference.

Irritability

It is normal to feel irritable. Don't bottle it up – say what's on your mind calmly and courteously. Taking slow, deep breaths, going for a walk or talking to a friend can help ease the irritability.

Snacking

Nicotine triggers the release of glucose (sugar) in your body, which drops when you quit smoking, making you feel hungry. Instead of junk food, try snacking on dried fruits/nuts and drink at least 8 glasses of water each day.

STUMBLING

If a relapse happens, don't be too hard on yourself. It may feel like a huge setback, but it's better to accept it and move on. There are ways to strengthen your resolve to quit and reduce your chances of stumbling again.

Understand that quitting is a learning process

It is like learning to ride a bicycle. You may fall, but it's more important to get up and try again in order to be successful.

Understand what made you stumble

Understand your triggers so you can recognise them the next time and use strategies from page 10 to minimise temptation.

Connect with someone in your support network

Talking may help you better understand why you slipped up and how to avoid it in the future.

Remind yourself of your goals

Think of the good things that have happened since you quit smoking. Quickly refocus on quitting and remember the reasons why you quit.

Take the smallest step

Instead of telling yourself you'll never smoke again, say you won't smoke for the next half hour. Then focus on the next tiny step. You can do it.

Check the dosage of your NICORETTE® product

You may want to talk to your pharmacist about changing the dosage to help with your cravings. If you're feeling overwhelmed by quitting, be sure to speak with your healthcare professional as well.



YOUR 12-WEEK PLAN TO QUIT SMOKING

STEP 1

Review this booklet. It will be the start of your 12-week quitting journey to becoming smoke free!

STEP 2

Set your goals and with support from your pharmacist, select the NRT that suits you best (more on NICORETTE® products on page 35). Share your goals with your support network and speak to your healthcare professional for expert support.

STEP 3

Check in with your support network on Week 2–3 and continue to track your quitting habits. Don't forget, if you get through the first week, you are **9x more likely to quit.**^{5a}

STEP 4

Revisit your pharmacist on Week 4 and Week 8 of your quit journey to review your progress. They are at hand to provide the support you need. Assess and adjust your NRT where needed.

STEP 5

Celebrate your success with your support network and check in with your pharmacist or healthcare professional for any ongoing support that you may need.

^aVersus those not abstinent at Week 1.

WEEK 1

Date	From	To
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The first week is 'make or break' time when it comes to successful quitting, and the good news is you're **9x more likely** to kick the habit for good if you make it to the end of this first week.^{5a}

Withdrawal symptoms are one of the main reasons people start smoking again. But remind yourself that although the urge might be strong, it will be short-lived and will probably pass within a few minutes. Think of the coping tips you read about in this booklet and the advice of your pharmacist or healthcare professional. Each time you successfully resist the urge, you're one step closer to quitting smoking for good.

What are your reasons for quitting?

Remind yourself throughout your journey why you're quitting

Who will you be accountable to throughout your journey?

Have you told people that you're quitting? Have you picked a quit buddy? For more information, refer to 'How to quit smoking' on page 6

Which situations might be particularly challenging for you this week?

For more information, refer to 'Spot your excuses' on page 8 and 'Minimise temptation' on page 10

^aVersus those not abstinent at Week 1.

WEEK 1

Your choice of NRT for this week: _____

Day How did you get on? What was good/bad?

1

2

3

4

5

6

7

Every step counts, no matter how small!

WEEK 2

Date	From	To
------	------	----

One of the keys to quitting is to acknowledge that smoking is an addiction. This is what makes it so hard to quit. But with our help plus the support of your pharmacist, friends and family around you, you can overcome the addiction and live a smoke-free life.

Which situations might be particularly challenging for you this week?

Don't make excuses to have a cigarette. Spot your excuses and prevent a fall. For more information, refer to 'Spot your excuses' on page 8, 'Minimise temptation' on page 10 and 'Stumbling' on page 14

How did week 2 go?

Was it harder or easier than Week 1? What was different?
Have you asked for support from others? How do you feel now?

WEEK 2

Your choice of NRT for this week: _____

Day How did you get on? What was good/bad?

1

2

3

4

5

6

7

Describe your
cravings and
challenges

WEEK 3

Date	From	To
------	------	----

It is always important to drink plenty of water. Water regulates your body temperature, helps your body absorb nutrients better, helps to remove toxins and waste from your body and transports nutrients and oxygen to your cells.

While quitting, drinking water is a:

- Good distraction! It will keep your hands and mouth busy
- Great way to keep hydrated
- Helpful way to reduce the feelings of hunger

Which situations might be particularly challenging for you this week?

Don't make excuses to have a cigarette. Spot your excuses and prevent a fall. For more information, refer to 'Spot your excuses' on page 8, 'Minimise temptation' on page 10 and 'Stumbling' on page 14

How did week 3 go?

Have your energy levels changed? Are you drinking more water?
How do you feel?

WEEK 3

Your choice of NRT for this week: _____

Day How did you get on? What was good/bad?

1

2

3

4

5

6

7

Notice what
is changing
in your life

WEEK 4

Date	From	To
------	------	----

Many people worry about putting on weight after they quit smoking. Some even use it as an excuse not to quit. Smoking suppresses the appetite and reduces your sense of smell and taste.

When you quit, your sense of smell and taste comes back, and food seems more appealing. Also, some people gain weight because they replace cigarettes with snacks, usually unhealthy ones. A few simple tips can often make all the difference.

Which situations might be particularly challenging for you this week?

Help to increase your energy levels and strengthen your willpower through healthy eating and exercise. For more information, refer to 'Manage stress and strengthen your willpower' on page 9 and 'Eat healthy' and 'Stay fit' on page 12.

How did week 4 go?

Was it better than Week 3? How do you feel? Did you talk to your quit buddy, pharmacist or someone from your support network?

WEEK 4

Your choice of NRT for this week: _____

Day How did you get on? What was good/bad?

1

2

3

4

5

6

7

How was your day?
Did you get on okay?

WEEKS 5-8

Date	From	To
------	------	----

TIP 1: A daily treat can be a great motivator in the early smoke-free days.

Treats help us to relieve the stresses of the day and prepare ourselves for the day ahead. Time alone with a good book, a walk on the beach or an hour spent on a favourite hobby can work wonders. You can also save the money you would have spent on cigarettes and use it for a special reward. A tangible reward bought with cigarette money is a powerful motivator.

TIP 2: A successful journey doesn't have to be solely about quitting.

Eating healthier food, de-cluttering your home, having a great craving distraction activity and exercising regularly are all hugely beneficial to your well-being and happiness. Share your goals with family and friends and they can help motivate you to stay on track. Having friendly faces to turn to will help you handle the stresses of quitting. Finding a quit buddy, sticking together and encouraging each other is also a great way to maintain focus and determination.

How did weeks 5-8 go?

What benefits are you noticing from a smoke-free lifestyle?

WEEKS 5-8

Week **How did you get on? What was good/bad?**

5

6

7

8

Halfway there.
Well done!

Don't forget to check in with your support network at Week 8

WEEKS 9-12

Date	From	To
------	------	----

TIP 1: Quitting smoking might affect your sleep pattern.

Nicotine is a stimulant and withdrawal can leave you feeling drained, exhausted and sleeping more than usual. If this happens, allow yourself plenty of rest to help your body get through the withdrawal phase. On the other hand, you may find it harder to fall asleep or you may wake frequently during the night, causing you to be tired and irritable during the day. All of these changes are normal. Go easy on yourself and give your body time to adjust to smoke-free living. If you have trouble sleeping, go for long walks during the day, listen to relaxing music in the evening or drink a glass of warm milk or some chamomile tea before bed.

TIP 2: Smoking is expensive, so the savings can be significant.

For instance, if you smoked 10 cigarettes a day when you started your quit smoking programme 11 weeks ago, you would have saved roughly \$1,350 by the end of this week. This would amount to almost \$5,400 a year.* Why not put the money you save into your bank account or make a 'quitting jar' and let it grow? Use it for small treats while you are quitting or let it build to buy something special.

How did weeks 9-12 go?

You've done something incredible and should be proud of your achievement. And we're proud of you too!

*For illustrative purposes only, based on average pricing and daily consumption habits.

WEEKS 9-12

Week How did you get on? What was good/bad?

9

10

11

12

It's not always easy but it's worth it!

Congratulations!
You've done it!

CONGRATULATIONS!

You've done it! 12 weeks without a cigarette. Even if you had a slip along the way, you're here now and paved the way to a smoke-free future.

You've made some really positive changes in your life over these 12 weeks, changes that will benefit not just you but the people close to you. By now, you should be able to see that:

- Your breathing is easier
- Your energy levels are higher
- Your sense of smell and taste are beginning to return to normal

You may still get a craving for a cigarette and if you do, don't dwell on it. Distract yourself actively in a fun and positive way. Use the strategies you've learned along the way. Or simply tell yourself to wait 30 minutes and you'll think about it then. The craving will pass and one day they might be gone for good.

Well done for what you have achieved on this incredible journey!

And remember, should you be in need for any support in the near future, please talk to your pharmacist or healthcare professional. They're there to help!

QUIT SMOKING GUIDE

Every quitter has individual habits and cravings that affect which NRT they prefer. Below is a guide to help you choose the right quit smoking product.

STEP 1 Choose a format

GUM		ACTIVELY FIGHTS CRAVINGS WHEN THEY OCCUR
LOZENGE		CALMS CRAVINGS EVEN AFTER THE LOZENGE IS GONE
PATCH		DISCRETE ONCE-A-DAY, SLOW-RELEASE SOLUTION
MOUTH SPRAY		NICORETTE [®] 'S FASTEST CRAVING RELIEF
INHALATOR		KEEPS HANDS BUSY BY REPLACING THE HAND-TO-MOUTH ACTION OF SMOKING
DUAL SUPPORT		IF YOU'VE TRIED TO QUIT BEFORE, TRY OUR PATCH + 1MG OR 2MG PRODUCT

QUIT SMOKING GUIDE

STEP 2 Choose a strength

The below questions will help provide a guide on what might be suitable for you based on when and how much you smoke.⁶

How soon after waking up do you smoke your first cigarette?

- 3 Within 5 minutes
- 2 Within half an hour
- 1 Within an hour
- 0 After an hour

Do you find it difficult not to smoke in places where smoking is prohibited (e.g. in the cinema, at work)?

- 1 Yes
- 0 No

Which cigarette will be harder to give up?

- 1 The first cigarette of the day
- 0 Any other cigarette

How many cigarettes do you smoke per day?

- 3 30+
- 2 21–30
- 1 11–20
- 0 1–10

Do you smoke more frequently in the morning?

- 1 Yes
- 0 No

Do you smoke even if you are sick in bed all day?

- 1 Yes
- 0 No

YOUR TOTAL SCORE^a

Based on your answers, add up the scores to determine whether NRT is needed

0–2

May not need NRT, but need monitoring by your pharmacist for withdrawal symptoms.

3–5+

Go to step 3 (overleaf) to see what product(s) might be right for you.

^aThis is a guide only. Adapted from Heatherington TF *et al*, 1991.⁶ Amended Fagerström test for nicotine dependence.

QUIT SMOKING GUIDE

STEP 3

Choose your product(s) based on your format preference and the recommended strength required

NICORETTE® has the largest range of NRT products that are designed to support you while you give up smoking. These products will help relieve withdrawal symptoms and reduce nicotine cravings, as well as cut down the number of cigarettes you smoke.

As NICORETTE® comes in a variety of forms, you can choose the NRT that suits you most, to help you quit for good.

Research suggests that a combination of a patch plus another format is more effective in helping you quit compared to a patch alone.⁷



For more information on the NICORETTE® product range and additional resources to support quitters, visit www.nicorette.com.au



NICORETTE® INVISIPATCH

- Discreet once-a-day slow release solution to beat cravings and withdrawal symptoms for up to 16 hours during the day giving the body a rest at night



FOR BEST RESULTS COMBINE A PATCH WITH ONE OTHER FORMAT BELOW (EXCLUDES 4 MG LOZENGES AND 4 MG GUM)



NICORETTE® GUM

- Actively fights cravings and withdrawal symptoms
- Available in a variety of flavours including: Classic, Icy Mint, Freshmint and Freshfruit
- Icy Mint 2-in-1 action fights cravings and whitens teeth
- Icy Mint gum now available in a discreet pocket pack



NICORETTE® QUICKMIST SPRAY

- Starts to relieve cravings from 30 seconds^{4a}
- Smokers are 2.5x more likely to quit^{6b}
- Available in a variety of flavours: Freshmint and Cool Berry
- One canister replaces up to 150 cigarettes



NICORETTE® LOZENGES

- Calms cravings even after the lozenge is gone
- Available in a variety of flavours: Icy Mint and Fruit



NICORETTE® INHALATOR

- Keeps hands busy by replacing the hand-to-mouth action of smoking
- One cartridge provides 40 minutes of frequent puffing or multiple smaller time periods

^a2 x 1 mg/sprays. ^bVersus placebo at 1 year.



References: 1. Estimate based on comparison of 14/15–17/18 ABS. National Health Survey data. 2. Doll R *et al. BMJ* 2004;328:1519. 3. Stead LF *et al. Cochrane Database Syst Rev* 2012;11:CD000146. 4. Johnson & Johnson, data on file. 5. Tønnesen P *et al. Eur Respir J* 1999;13:238–246. 6. Heatherton TF *et al. Br J Addict* 1991;86(9):1119–27. 7. Tønnesen P *et al. Eur Respir J* 2012;40(3):548–554. 8. Tønnesen P *et al.* Efficacy and safety of a novel nicotine mouth spray in smoking cessation: A randomised, placebo-controlled, double blind, multicenter study with 52-week follow up. Poster presented at 17th Annual Meeting of the Society for Research on Nicotine and Tobacco, Toronto, Canada, February 16–19, 2011.

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