



Tobacco Product Public Education: Implementation Considerations

DONNA VALLONE, PhD, MPH
CHIEF RESEARCH OFFICER

Communicating Harm

Product Constituent List

Product Constituent Quantities

Product Health Effects

guiding principles

Reduce the Disease and Death Associated with Tobacco

“Understandable and Not Misleading to a Layperson”

Be Careful of Unintended Consequences

Challenges for Product Public Education

-Complexity of the Information

- Information is not easily delivered through a 30 or 60-second ad;
- Information without specificity and context is rarely useful to a consumer

-Broad Product Landscape

- Numerous products, brands, and subbrands
- Unknown constituent profiles

-Unintended Consequences

- Increase confusion and misperceptions
- Messages vary by smoking status

- not for sale to those under 18 years of age
- proof of age required
- not for sale to 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

© 2009 GlaxoSmithKline

NICORETTE and WHITE ICE MINT are registered trademarks of the GlaxoSmithKline group of companies.

TO INCREASE YOUR SUCCESS IN QUITTING:

- You must be motivated to quit.
- Use Enough - Chew at least 8 pieces of Nicorette per day during the first six weeks.
- Use Long Enough - Use Nicorette for the full 12 weeks.
- Use with a support program as directed in the enclosed User's Guide.

For more information and for a FREE individualized stop smoking program, please visit www.Nicorette.com or see inside for more details.

Free Audio CD upon request. See inside.

Theft surveillance tag area

Drug Facts

Active Ingredient (in each chewing piece) Purpose

Nicotine polacrific (equal to 2mg 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.

Do not use

- if you continue to smoke, chew tobacco, use snuff, or use a nicotine patch or other nicotine containing products

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

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

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
- stop smoking completely when you begin using the gum
- if you smoke 25 or more cigarettes a day; use 4mg nicotine gum
- if you smoke less than 25 cigarettes a day; use 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

Drug Facts (continued)

- 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 8 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 lightheadedness, heartburn, nausea or other side effects.
- do not use more than 24 pieces a day
- it is important to complete treatment. Stop using the nicotine gum at the end of 12 weeks. If you still feel the need to use nicotine gum, talk to your doctor.

Other information

- each piece contains calcium 64mg, sodium 11mg
- store at 20 - 25°C (68 - 77°F)
- protect from light

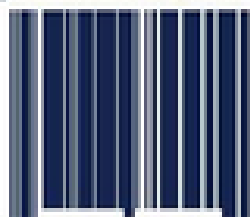
Inactive Ingredients

ascorbic acid, calcium carbonate, croscarmellose, gum base, hypromellose, magnesium oxide, menthol, peppermint oil, polyacrylate 60, sodium bicarbonate, sodium carbonate, starch, sucrose, titanium dioxide, xylitol

Questions or comments?

call toll-free 1-888-478-4788 (English/Spanish) weekdays (8:00 am - 4:30 pm ET)

52 EAS Tagged



3 0766-7750-40 9

Nicorette[®]

nicotine polacrific gum, 2mg · stop smoking aid

Gum



Coated
FOR BOLD FLAVOR

White Ice Mint[®]

2
mg

FOR THOSE WHO SMOKE LESS THAN 25 CIGARETTES A DAY

If you smoke 25 or more cigarettes a day, use Nicorette 4mg

40 PIECES, 2mg EACH

Issues for Consideration

- Making the assumption that providing information without specificity and context will prompt better choices is unfounded;
- Making recommendations for product use without scientific information can be dangerous;
 - In the case of a vaping product,
 - » What product?
 - » What solution?
 - » What safety info?
- Communicating information which can only be fully understood by better educated individuals can serve to exacerbate disparities; and
- Regulatory Pathways are currently available
 - Manufacturers can apply for MRTP status
 - MRTP approval can facilitate specific messaging related to claims of risk reduction



Questions?

Thank you
dvallone@truthinitiative.org