

NICORETTE® QUICKMIST MOUTHSPRAY: HELP NICOTINE VAPERS FIND A PATH TO QUIT WHEN THEY ARE READY



NICORETTE® QUICKMIST IS INDICATED FOR VAPING CESSATION¹

Nicorette® QuickMist is the **first and only** nicotine replacement therapy licensed to provide relief from cravings to vape²

- In Great Britain, 4.7 million adults use e-cigarettes and 56% of current vapers are ex-smokers³
- In a UK survey of 1,510 vapers, 31% of vapers reported wanting to quit vaping entirely⁴



Clinical study to assess the effect of Nicorette® QuickMist on cravings to vape nicotine. A parallel, double-blind, placebo controlled randomised study⁵

216 vapers

- Vaped nicotine at least 10 times a day for the preceding 3 months and within 30 minutes of waking
- No prior use of Nicorette® QuickMist

Randomised 1:1
Baseline urges to vape were scored after overnight abstinence

Nicorette® QuickMist
2x1 mg/spray or placebo
Momentary urges-to-vape scored over 2 hours

Follow-up over 11 hours
Ad libitum use of the assigned treatment was allowed in accordance with the label and integrated urges-to-vape score†

Primary Endpoint

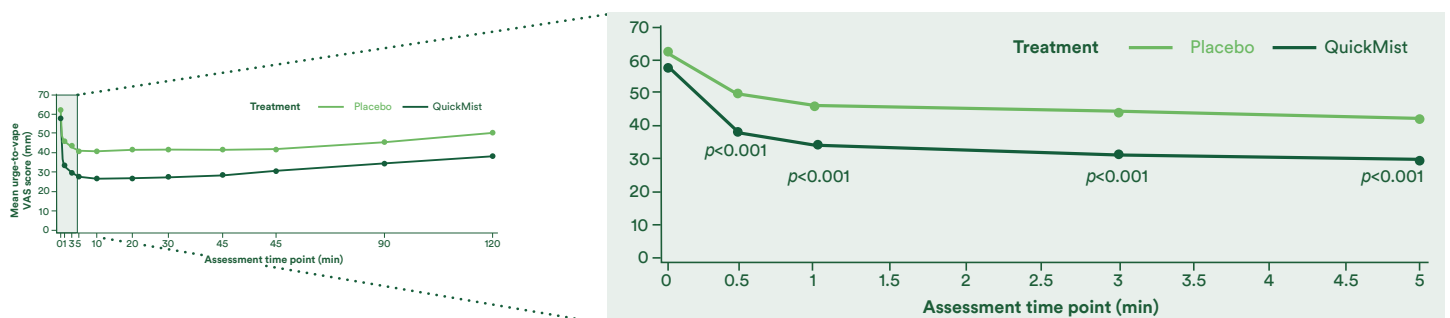
- Mean change from baseline in momentary urges-to-vape over 1 hour

Secondary Endpoints*

- Mean change in momentary urges-to-vape at specific time points up to 2 hours
- Mean change in momentary urges-to-vape scores at 0.5, 1, 3 and 5 minutes after usage
- Integrated urges-to-vape scores following 11 hours of usage
- Frequency of achieving a ≥50% reduction in momentary urges-to-vape compared to baseline
- Ability to control urges-to-vape over 11 hours
- Safety, assessed through adverse events (AEs)

NICORETTE® QUICKMIST DELIVERS FAST AND EFFECTIVE RELIEF FROM CRAVINGS TO VAPE⁵

Nicorette® QuickMist reduced urges-to-vape compared to placebo, with urges-to-vape starting to be relieved within 30 seconds of administration⁵



Nicorette® QuickMist was significantly more effective at relieving urges to vape at tested time points (from 30 seconds to 5 minutes) compared to placebo ($p < 0.001$)⁵

Time	Nicorette® QuickMist	Placebo	p value	95% CI
Baseline	58.0	61.9	-	-
Up to 1 hour	-30.8	-18.9	<0.001	-17.0,-6.9
Up to 2 hours	-27.7	-16.9	<0.001	-16.2,-5.5

Mean urge-to-vape VAS scores were significantly lower for Nicorette® QuickMist at 1 and 2 hours after use compared to placebo ($p < 0.001$)⁵

Nicorette® QuickMist	Placebo	p value
82.6%	55.1%	<0.001

More vapers experienced a reduction in cravings of ≥50% or more with Nicorette® QuickMist compared to placebo ($p < 0.001$)⁵

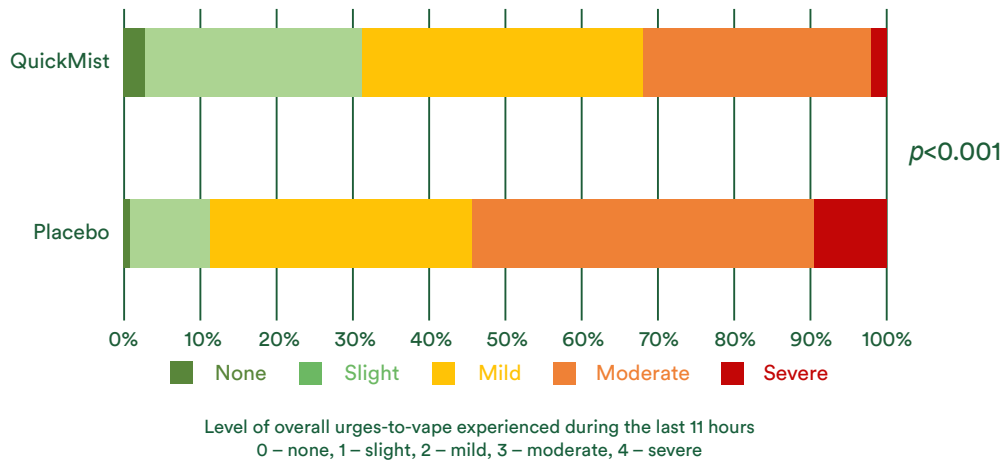
For Product Information please see page 2

NICORETTE® QUICKMIST MOUTHSPRAY: HELP NICOTINE VAPERS FIND A PATH TO QUIT WHEN THEY ARE READY



NICORETTE® QUICKMIST HELPS REDUCE CRAVINGS ASSOCIATED WITH VAPING CESSATION⁵

Nicorette® QuickMist significantly reduced integrated urges-to-vape scores compared to placebo over 11 hours of usage⁵



There was no significant difference in overall control of urges-to-vape observed during the 11 hours of follow-up with Nicorette® QuickMist or placebo⁵

NICORETTE® QUICKMIST WAS WELL TOLERATED⁵

All reported AEs were mild to moderate, with no deaths or other serious AEs reported⁵



HELP VAPERS FIND A PATH TO QUIT WHEN THEY ARE READY

- Nicorette® QuickMist demonstrated superiority over placebo in reducing urges-to-vape and began to relieve urges-to-vape within 30 seconds of treatment⁵
- Additionally, a significantly greater frequency of vapers experienced ≥50% reduction in urges-to-vape compared to placebo⁵
- Nicorette® QuickMist was well tolerated, with all AEs being mild or moderate in nature⁵

AE, adverse event.

References: 1. Nicorette® QuickMist 1mg/spray mouthspray SmPC June 2022. 2. Electronic Medicines Compendium (EMC). Search results for nicotine. Available at: <https://www.medicines.org.uk/emc/search?q=nicotine> (Accessed December 2022). 3. Action on Smoking and Health. Use of e-cigarettes (vapes) among adults in Great Britain. August 2023. <https://ash.org.uk/uploads/Use-of-e-cigarettes-among-adults-in-Great-Britain-2023.pdf> (Accessed January 2024). 4. Data on file; vapers behaviour and attitudes, 2022. 5. Data on file; QuickMist vaping study, 2022.

NICORETTE® QUICKMIST PRODUCT INFORMATION

Nicorette QuickMist 1mg/spray mouthspray, Nicorette QuickMist Cool Berry 1mg/spray mouthspray & Nicorette QuickMist SmartTrack 1mg/spray mouthspray. **Presentation:** Each 0.07ml contains 1mg nicotine corresponding to 1 mg nicotine/spray dose. **Uses:** Nicorette QuickMist relieves and/or prevents craving and nicotine withdrawal symptoms in nicotine dependence, such as those arising from the use of tobacco or electronic cigarettes. It is indicated to aid quitting or reduction prior to quitting, to assist those who are unwilling or unable to use such products, and as a safer alternative to smoking tobacco for smokers and those around them. **Legal category:** GSL. **PL holder:** McNeil Products Ltd, 50-100 Holmers Farm Way, High Wycombe, HP12 4EG. Information about these products, including adverse reactions, precautions, contraindications, and method of use can be found at: <https://www.medicines.org.uk/emc/search?q=nicorette+quickmist>