

# WHEN NICOTINE VAPERS WANT TO QUIT

When vapers want to quit, they may experience many of the same difficulties as tobacco smokers.

There may also be differences between vapers and smokers that may impact the cessation support they need.



## 01

**Nicotine withdrawal effects**  
Vaping nicotine, like smoking, can lead to nicotine dependence and cyclic withdrawal effects which can make quitting difficult.<sup>1-3</sup>

Vapers may benefit from Nicorette® QuickMist Mouthspray (nicotine) to help break the nicotine cycle by gradually reducing their daily intake of nicotine until they can stop completely.<sup>4</sup>



## 01

**Available flavours**  
Vapers find enjoyment in the different flavours available, with fruit and menthol being the most popular.<sup>5,6</sup>

Nicorette® QuickMist is available in two flavours: Cool Berry and Freshmint.



## 02

**Hand to mouth action**  
Both smoking and vaping deliver a hand to mouth action which some may find hard to break.

Nicorette® QuickMist has a hand to mouth action vapers may find familiar.



## 02

**Awareness of nicotine consumption**  
Variation in devices and in the nicotine strength of vape liquids, and constant vaping, can make it difficult for some vapers to track their nicotine consumption throughout the day.<sup>2,6</sup>

Nicorette® QuickMist delivers 1mg of nicotine per spray with a recommended dosage of 1-2 sprays every 30 minutes to 1 hour, up to a maximum of 64 sprays daily.<sup>4</sup>



## 03

**Social inclusion**  
Like smoking, there can be a social aspect to vaping. Some ex-smokers may vape to continue to socialise with friends who smoke.

It's important to ensure robust strategies are in place for vapers prior to quitting to ensure they don't return to vaping or smoking in these situations.



## 03

**Habitual vaping**  
Vaping is permitted in more places than smoking,<sup>2,6,7</sup> or devices are discrete enough to conceal and vape anyway.<sup>2</sup> With fewer limitations, some may develop habitual vaping, i.e. vaping without thinking about it throughout the day.<sup>2</sup>

It's important to support vapers looking to quit. Nicorette® QuickMist allows vapers to gradually reduce the amount of nicotine they use each day until they can stop completely.<sup>4</sup>

1. Hughes JR et al. *Nicotine Tob Res* 2020; 22:734–739. 2. Simpson KA et al. *Public Health* 2021; 21:959. 3. Prochaska JJ and Benowitz NL. *Sci Adv* 2019; 5:10. 4. Nicorette® QuickMist 1mg/spray mouthspray SmPC. 5. Gravelly S et al. *Nicotine Tob Res* 2020; 22:1831–1841. 6. Sanchez S et al. *J Public Health Emerg* 2021; 5:27. 7. Public Health England (PHE). Use of e-cigarettes in public places and workplaces. Advice to inform evidence-based policy making. July 2016. Available at: [https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/768952/PHE-advice-on-use-of-e-cigarettes-in-public-places-and-workplaces.PDF](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/768952/PHE-advice-on-use-of-e-cigarettes-in-public-places-and-workplaces.PDF) (Accessed November 2022).

**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>