



VAPING CESSATION

LEARN ABOUT THE FIRST AND ONLY NRT* LICENSED FOR NICOTINE VAPERS WHO WANT TO QUIT

There are currently 4.7 million adult vapers in Great Britain.¹

However, many are not happy with their habit and want to be tobacco and nicotine-free.

A UK survey** of the attitudes and behaviours of vapers and e-cigarette users showed that:

- **47%** of vapers wanted to reduce the amount they vaped
- **31%** wanted to stop completely.²

When vapers are ready to move on, NICE recommends discussing with them how to stop vaping.³ For those wanting to quit vaping, the priority should be to ensure they do not return to smoking cigarettes.⁴

Cue pharmacy

Pharmacy teams are well placed to advise customers on their vaping cessation journey, and have the option to recommend Nicorette[®]

QuickMist Mouthspray, the **first and only** medicine licensed to help vapers quit.⁵

Nicorette[®] QuickMist Mouthspray (2 × 1mg metered doses) starts to relieve vaping cravings in **30 seconds**.⁵ A study shows that one and a half times more vapers experienced at least a 50% reduction in their cravings using Nicorette[®] QuickMist compared to placebo.⁶

The recommended dosage is 1-2 sprays every 30 minutes to 1 hour, up to a maximum of 64 sprays a day. It acts quickly to help relieve and prevent cravings and nicotine withdrawal symptoms, and is licensed for adults and adolescents over the age of 12.



- * Nicorette[®] QuickMist Mouthspray is for individuals who wish to stop using nicotine-containing vapes
- ** Survey of 1,510 UK vapers

Turn over to find out how you can support vapers on their journey.

REFERENCES:

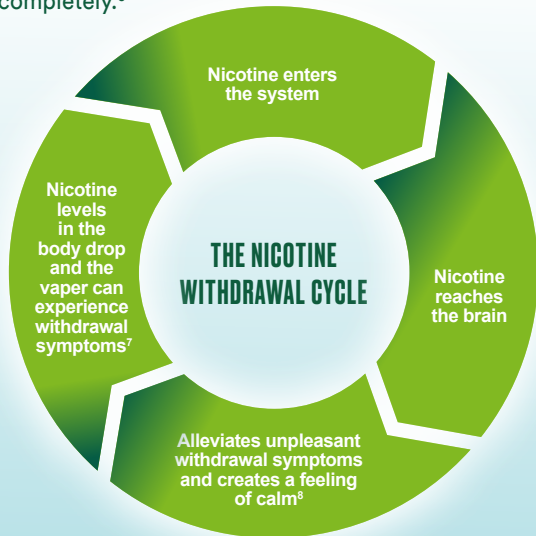
1. Action on Smoking and Health. Use of e-cigarettes (vapes) among adults in Great Britain. August 2023. <https://ash.org.uk/uploads/Use-of-e-cigarettes-among-adults-in-Great-Britain-2023.pdf> (Accessed January 2024)
2. Data on file; Vapers behaviour and attitudes, 2022
3. National Institute for Health and Care Excellence (NICE). Tobacco: preventing uptake, promoting quitting and treating dependence (NG209). Updated 2022
4. National Centre for Smoking Cessation and Training (NCSCT). Supporting clients who want to stop vaping. <https://www.ncsct.co.uk/usr/pub/Supporting%20stopping%20vaping.pdf>
5. Nicorette QuickMist 1mg/spray Mouthspray SmPC
6. Data on file; QuickMist vaping study, 2022
7. Hughes JR et al. Withdrawal symptoms from e-cigarette abstinence among former smokers: a pre-post clinical trial. *Nicotine Tob Res* 2020; 22:734-739
8. Simpson KA et al. Characterizing symptoms of e-cigarette dependence: a qualitative study of young Adults. *Public Health* 2021; 21:959
9. Prochaska JJ and Benowitz NL. Current advances in research in treatment and recovery: Nicotine addiction. *Sci Adv* 2019; 5:10

Product information available overleaf

SUPPORTING VAPERS TO QUIT WHEN THEY ARE READY TO MOVE ON

THE EXPERIENCE OF THE PHARMACY TEAM IN HELPING CUSTOMERS WITH SMOKING CESSATION IS INVALUABLE TO VAPERS LOOKING TO QUIT, DUE TO MANY SIMILARITIES ACROSS THE TWO HABITS.

Vaping nicotine, like smoking, can lead to nicotine dependence and cyclic withdrawal effects, which can make quitting difficult.^{7,8,9} Nicorette® QuickMist Mouthspray can help break the cycle by allowing users to gradually reduce their daily nicotine intake until they can stop nicotine use and QuickMist completely.⁵



You can support nicotine vapers who are ready to quit by following the four steps:⁴

STEP 1: LISTEN

You can identify those ready to quit vaping through your day-to-day conversations with customers. Look out for those who want to quit vaping who may benefit from an NRT licensed for them:

- They may self-identify as wanting to quit vaping
- They may say they're unhappy with their vaping habit

STEP 2: ASK

If they vape: "How long do you intend to continue vaping or using e-cigarettes containing nicotine?"³

STEP 3: ADVISE

Advise on how to stop vaping if they are ready to move on:³

- If they want to quit, there is a medicine licensed specifically for them
- Nicorette® QuickMist Mouthspray provides a measured dose of nicotine to help relieve cravings⁶
- As soon as they feel able, they should gradually reduce the number of sprays used each day until they have stopped completely

STEP 4: INFORM

NICE advises that you share the following information with patients:

- If they used to smoke, e-cigarettes should be used for long enough to prevent a return to smoking³
- Any smoking is harmful so they should stop smoking tobacco completely³



Help vapers who are ready to move on find a path to quit. Recommend **Nicorette® QuickMist Mouthspray**, the **FIRST and ONLY** medicine licensed to help vapers quit.

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>