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**Drug Facts**

**Active ingredient (in each chewing piece)**  
Nicotine polacrilex (equal to 4 mg nicotine).....

**Purpose**  
.....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.

**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
- history of seizures

**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
- oral blistering occurs
- you have symptoms of an allergic reaction (such as difficulty breathing or rash)

**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
- begin using the gum on your quit day
- if you smoke your first cigarette more than 30 minutes after waking up, use 2 mg nicotine gum
- if you smoke your first cigarette within 30 minutes of waking up, use 4 mg nicotine gum 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

- 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 9 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 hiccups, heartburn, nausea or other side effects.
- do not use more than 24 pieces a day
- it is important to complete treatment. If you feel you need to use the gum for a longer period to keep from smoking, talk to your health care provider.

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THEFT SURVEILLANCE TAG AREA

PLACE ANTI-THEFT STICKER HERE

**Drug Facts (continued)**

**Other information**

- each piece contains: calcium 94 mg, sodium 13 mg
- store at 20 - 25°C (68 - 77°F)
- protect from light

**Inactive ingredients** acacia, acesulfame potassium, carnauba wax, D&C yellow #10 AL lake, edible ink, gum base, hypromellose, magnesium oxide, menthol, natural and artificial cinnamon flavors, peppermint oil, polyorbate 80, sodium carbonate, sucralose, titanium dioxide, xylitol

**Questions or comments?**  
call toll-free 1-800-419-4766 (English/Spanish) weekdays 9:00 am - 4:30 pm ET

Cinnamon Surge™ Gum

Nicorette®

nicotine polacrilex gum, 4 mg • stop smoking aid

Gum

Coated FOR BOLD FLAVOR

100 PIECES, 4 mg EACH

OPEN HERE

**EAS Tagged**

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0766-7858-70

Nicorette®

Cinnamon Surge™ Gum

■ not for sale to those under 18 years of age

■ proof of age required

■ not for sale in 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.  
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Made in Sweden

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For more information and for a FREE individualized stop smoking program, please visit [www.Nicorette.com](http://www.Nicorette.com) or see inside for more details.

Free Audio CD upon request. See inside.

GSK Regulatory Spec Box		Verified Date: 09.22.15
<b>Drug Facts Info</b>		
<b>Drug Facts (Title)</b>	Font Name: Helvetica Neue 76 Bold Italic	14 point type
<b>Drug Facts (continued)</b>	Font Name: Helvetica Neue 76 Bold Italic/Helvetica Neue 57 Condensed	8.1 point type
<b>Headings</b>	Font Name: Helvetica Neue 76 Bold Italic	8 point type
<b>Subheading</b>	Font Name: Helvetica Neue 77 Bold Condensed	6.5 point type
<b>Body text</b>	Font Name: Helvetica Neue 57 Condensed/ Helvetica Neue 77 Bold Condensed	6.5 point type
<b>Bullets</b>	Font Name: Helvetica Neue 55 Roman	5 point type
Bullets on same lines: end of statement separated from bulleted statement by two ems		N/A
Spacing of the hair lines from edge of box – i.e. Minimum of 2 spaces either side of Drug Fact Box		Yes
<b>Tracking</b>	0	Horizontal Scale: 100%
<b>Leading (Minimum space in body copy of Drug Facts)</b>	6.75 pt.	Maximum Characters/Inch: 30
<b>Barlines</b>	1 pt.	Hairlines 0.5 pt.
<b>Primary Display Panel Info</b>		
Font size of Net Wt/Contents (Smallest character height in inches)		0.1413 in.
PDP dimensions (in square inches)		23.02 sq. in.
Font size of Statement of Identity (If not live text, to be measured in Helvetica capital "M")		V 16.11 pt. H N/A
Font size of Logo/Largest Copy on PDP (If not live text, to be measured in Helvetica capital "M")		V 63.56 pt. H N/A
Ratio of Statement of Identity to Logo/Largest Copy on PDP		
Statement of Identity (pt.) (Divided by) Largest Logo Copy (pt.)		V 25% H N/A





**OPEN HERE**

**20 PIECES,  
4 mg EACH**



NDC 0135-0467-01

**Drug Facts**

**Active ingredient**      **Purpose**  
(in each chewing piece)  
Nicotine polacrilex (equal to 4 mg 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.

**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
- history of seizures

**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
- oral blistering occurs
- you have symptoms of an allergic reaction (such as difficulty breathing or rash)

**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
- begin using the gum on your quit day
- if you smoke your first cigarette more than 30 minutes after waking up, use 2 mg nicotine gum
- if you smoke your first cigarette within 30 minutes of waking up, use 4 mg nicotine gum 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 9 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 hiccups, heartburn, nausea or other side effects.
- do not use more than 24 pieces a day
- it is important to complete treatment. If you feel you need to use the gum for a longer period to keep from smoking, talk to your health care provider.

**Other information**

- each piece contains: calcium 94 mg, sodium 13 mg
- store at 20 - 25°C (68 - 77°F)
- protect from light

**Inactive ingredients**  
acacia, acesulfame potassium, carnauba wax, D&C yellow #10 AL lake, edible ink, gum base, hypromellose, magnesium oxide, menthol, natural and artificial cinnamon flavors, peppermint oil, polysorbate 80, sodium carbonate, sucralose, titanium dioxide, xylitol

**Questions or comments?**  
call toll-free 1-800-419-4766 (English/Spanish) weekdays (9:00 am - 4:30 pm ET)

**\$5.00**  
Coupon Inside

**Nicorette®**  
nicotine polacrilex gum, 4 mg · stop smoking aid

**Gum**

**Coated  
FOR BOLD FLAVOR**

**Cinnamon Surge™**

■ not for sale to those under 18 years of age  
■ proof of age required  
■ not for sale in 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.**

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**TO INCREASE YOUR SUCCESS IN QUITTING:**

1. You must be motivated to quit.
2. **Use Enough** - Chew **at least 9 pieces** of Nicorette gum per day during the first six weeks.
3. **Use Long Enough** - Use Nicorette gum for the full 12 weeks.
4. **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](http://www.Nicorette.com) or see inside for more details.**

**Free Audio CD upon request. See inside.**

Theft surveillance tag area

**55 EAS Tagged**



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<b>GSK Regulatory Spec Box</b>		<b>Verified Date: 09.23.15</b>
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Bullets	Font Name: Helvetica Neue 55 Roman	5 point type
Bullets on same lines: end of statement separated from bulleted statement by two ems		n/a
Spacing of the hair lines from edge of box – i.e. Minimum of 2 spaces either side of Drug Fact Box		Yes
Tracking	0	Horizontal Scale: 100%
Leading (Minimum space in body copy of Drug Facts)	6.5 pt.	Maximum Characters/Inch: 30
Barlines	1 pt.	Hairlines 0.5 pt.
<b>Primary Display Panel Info</b>		
Font size of Net Wt/Contents (Smallest character height in inches)		.125 in.
PDP dimensions (in square inches)		11.72 sq. in.
Font size of Statement of Identity (If not live text, to be measured in Helvetica capital "M")		V n/a H 8 pt.
Font size of Logo/Largest Copy on PDP (If not live text, to be measured in Helvetica capital "M")		V n/a. H 32.5 pt.
Ratio of Statement of Identity to Logo/Largest Copy on PDP		
Statement of Identity (pt.) (Divided by) Largest Logo Copy (pt.)		V n/a H 25%

Go to [www.nicorette.com](http://www.nicorette.com)  
for additional support and offers

**SAVE \$5.00**  
on any  
**Nicorette<sup>®</sup> Gum**  
100 Pieces or Larger



**MANUFACTURER'S COUPON** EXPIRES 12/31/2017

**Redeemable at food, drug and mass merchandise stores. CONSUMER:** Limit 1 coupon per purchase of indicated product(s). You pay any sales tax. You are not eligible for this offer if reimbursement for the product will be sought from any federal or state healthcare program, including Medicare or Medicaid, or any similar federal or state program, including any state pharmaceutical assistance program, or under any private insurance, HMO, or other third-party payment arrangement. **RETAILER:** GSK will reimburse you the face value of this coupon plus 12¢ Handling Fee if submitted in compliance with our Redemption Policy. Copy available upon request. Cash value 1/100 of 1¢. Coupon is void if altered, transferred, exchanged, sold or otherwise disposed of. **Printed on Recycled Paper.** GSK Consumer Healthcare, P.O. Box 880553, El Paso, Texas 88588-0553. ©2014 GSK. Read and follow label directions.

030766-074218



### Drug Facts

**Active ingredient (in each chewing piece) Purpose**  
Nicotine polacrilex (equal to 4 mg 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.

**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
- history of seizures

**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
- oral blistering occurs
- you have symptoms of an allergic reaction (such as difficulty breathing or rash)

**Flip open for Directions and additional information**  
**Retain this package for complete product information**

■ not for sale to those under 18 years of age  
■ proof of age required  
■ not for sale in vending machines or from any source where proof of age cannot be verified

The gum is contained in a carton packaged inside a clear plastic outer container sealed to a printed card. The inner carton has a clear overwrap. **DO NOT USE IF ANY OF THESE TAMPER EVIDENT FEATURES ARE MISSING, TORN, OR BROKEN.**

Lot  
Exp

3 0766-7859-74 4

**\$5.00**  
Coupon Inside

NDC 0135-0467-08

# Nicorette®

## Gum

**20 PIECES, 4 mg EACH**  
(1 Pocket Pack of 20)

**TO INCREASE YOUR SUCCESS IN QUITTING:**

1. You must be motivated to quit.
2. **Use Enough** - Chew **at least 9 pieces** of Nicorette gum per day during the first six weeks.
3. **Use Long Enough** - Use Nicorette gum for the full 12 weeks.
4. **Use with a support program** as directed in the enclosed User's Guide.

### How To Open the Nicorette Gum Pocket Pack

**1**  
Gently push tab on side.

**2**  
Pull up forcefully, pulling open box.

**3**  
Dispense Nicorette Gum and follow dosing instructions.

**For more information and for a FREE individualized stop smoking program, please visit [www.Nicorette.com](http://www.Nicorette.com) or see inside for more details.**

**Free Audio CD upon request. See inside.**

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### Drug Facts (continued)

**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
- begin using the gum on your quit day
- if you smoke your first cigarette more than 30 minutes after waking up, use 2 mg nicotine gum
- if you smoke your first cigarette within 30 minutes of waking up, use 4 mg nicotine gum 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

- 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 9 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 hiccups, heartburn, nausea or other side effects.
- do not use more than 24 pieces a day
- it is important to complete treatment. If you feel you need to use the gum for a longer period to keep from smoking, talk to your health care provider.

**Other information**

- each piece contains: calcium 94 mg, sodium 13 mg
- store at 20 - 25°C (68 - 77°F) • protect from light and humidity

**Inactive ingredients**  
acacia, acesulfame potassium, carnauba wax, D&C yellow #10 AL lake, edible ink, gum base, hypromellose, magnesium oxide, menthol, natural and artificial cinnamon flavors, peppermint oil, polysorbate 80, sodium carbonate, sucralose, titanium dioxide, xylitol

**Questions or comments?** call toll-free 1-800-419-4766 (English/Spanish) weekdays (9:00 am - 4:30 pm ET)

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<b>Drug Facts Info</b>		
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Subheading	Font Name: Helvetica Neue 77 Bold Condensed	6 point type
Body text	Font Name: Helvetica Neue 57 Condensed/ Helvetica Neue 77 Bold Condensed	6 point type
Bullets	Font Name: Helvetica Neue 55 Roman	5 point type
Bullets on same lines: end of statement separated from bulleted statement by two ems		Yes
Spacing of the hair lines from edge of box – i.e. Minimum of 2 spaces either side of Drug Fact Box		Yes
Tracking	0	Horizontal Scale: 82% -100%
Leading (Minimum space in body copy of Drug Facts)	6.5 pt.	Maximum Characters/Inch: 30
Barlines	1 pt.	Hairlines 0.5 pt.
<b>Primary Display Panel Info</b>		
Font size of Net Wt/Contents (Smallest character height in inches)		.0859 in.
PDP dimensions (in square inches)		15.75 sq. in.
Font size of Statement of Identity (If not live text, to be measured in Helvetica capital "M")		V n/a H N/A
Font size of Logo/Largest Copy on PDP (If not live text, to be measured in Helvetica capital "M")		V 39.25 pt. H N/A
Ratio of Statement of Identity to Logo/Largest Copy on PDP		
Statement of Identity (pt.) (Divided by) Largest Logo Copy (pt.)		V n/a% H N/A

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**Drug Facts**

**Active ingredient (in each chewing piece)**.....**Purpose**  
Nicotine polacrilex (equal to 4 mg nicotine)..... Stop smoking aid

**Use** • reduces withdrawal symptoms, including nicotine craving, associated with quitting smoking

**Warnings**  
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- using a non-nicotine stop smoking drug
- taking prescription medicine for depression or asthma. Your prescription dose may need to be adjusted.

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- 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
- you have symptoms of an allergic reaction (such as difficulty breathing or rash)

**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**

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- 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 9 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 hiccups, heartburn, nausea or other side effects.
- do not use more than 24 pieces a day
- it is important to complete treatment. If you feel you need to use the gum for a longer period to keep from smoking, talk to your health care provider.

**EAS Tagged**

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**Nicorette®**  
**Fresh Mint™ Gum**

■ not for sale to those under 18 years of age

■ proof of age required

■ not for sale in 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.

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*For more information and for a FREE individualized stop smoking program, please visit [www.Nicorette.com](http://www.Nicorette.com) or see inside for more details.*

*Free Audio CD upon request. See inside.*

THEFT SURVEILLANCE TAG AREA

PLACE ANTI-THEFT STICKER HERE

**Drug Facts (continued)**

**Other information**

- each piece contains: calcium 94 mg, sodium 13 mg
- store at 20 - 25°C (68 - 77°F)
- protect from light

**Inactive ingredients**

acacia, acesulfame potassium, carnauba wax, D&C yellow #10 AI, lake, edible ink, gum base, magnesium oxide, menthol, peppermint oil, sodium carbonate, titanium dioxide, xylitol

**Questions or comments?**  
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**Nicorette®**  
**Fresh Mint™ Gum**

**Nicorette®**  
nicotine polacrilex gum, 4 mg • stop smoking aid  
**Gum**


**Coated**  
**FOR BOLD FLAVOR**

**Fresh Mint™**

NDC 0135-0226-02

**OPEN HERE**

**100 PIECES, 4 mg EACH**



**TO INCREASE YOUR SUCCESS IN QUITTING:**

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<b>Drug Facts Info</b>		
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<b>Bullets</b>	Font Name: Helvetica Neue 55 Roman	5 point type
Bullets on same lines: end of statement separated from bulleted statement by two ems		N/A
Spacing of the hair lines from edge of box – i.e. Minimum of 2 spaces either side of Drug Fact Box		Yes
<b>Tracking</b>	0	Horizontal Scale: 100%
<b>Leading (Minimum space in body copy of Drug Facts)</b>	6.75 pt.	Maximum Characters/Inch: 30
<b>Barlines</b>	1 pt.	Hairlines 0.5 pt.
<b>Primary Display Panel Info</b>		
Font size of Net Wt/Contents (Smallest character height in inches)		0.1413 in.
PDP dimensions (in square inches)		23.02 sq. in.
Font size of Statement of Identity (If not live text, to be measured in Helvetica capital "M")		V 16.11 pt. H N/A
Font size of Logo/Largest Copy on PDP (If not live text, to be measured in Helvetica capital "M")		V 63.56 pt. H N/A
Ratio of Statement of Identity to Logo/Largest Copy on PDP		
Statement of Identity (pt.) (Divided by) Largest Logo Copy (pt.)		V 25% H N/A

# Nicorette<sup>®</sup>

nicotine polacrilex gum, 4 mg • stop smoking aid

## Gum

### How To Open the Nicorette<sup>®</sup> Gum Blister Pack



To remove the gum, tear off single unit.



Peel off backing, starting at corner with loose edge.



Push gum through foil.

### Personalized Quit Plan



Visit [www.nicorette.com](http://www.nicorette.com) to enroll in a free, personalized quit plan. **Nicorette Committed Quitters<sup>®</sup>** is a personalized stop smoking program that will help you understand your smoking habits and determine how to best overcome your cravings. Track, target, and tame your temptations with **Nicorette Committed Quitters<sup>®</sup>**. Only available at [www.nicorette.com](http://www.nicorette.com)

■ not for sale to those under 18 years of age  
■ proof of age required  
■ not for sale in vending machines or from any source where proof of age cannot be verified

#### TO INCREASE YOUR SUCCESS IN QUITTING:

1. You must be motivated to quit.
2. **Use Enough** - Chew at least 9 pieces of Nicorette<sup>®</sup> gum per day during the first six weeks.
3. **Use Long Enough** - Use Nicorette<sup>®</sup> gum for the full 12 weeks.
4. **Use with a support program** as directed in the enclosed User's Guide.

### Drug Facts

#### Active ingredient (in each chewing piece)

Nicotine polacrilex (equal to 4 mg nicotine) ..... Stop smoking aid

#### Purpose

**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.

**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
- history of seizures

**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
- you have symptoms of an allergic reaction (such as difficulty breathing or rash)

**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

### Drug Facts (continued)

- before using this product, read the enclosed User's Guide for complete directions and other important information
- begin using the gum on your quit day
- **if you smoke your first cigarette more than 30 minutes after waking up**, use 2 mg nicotine gum
- **if you smoke your first cigarette within 30 minutes of waking up**, use 4 mg nicotine gum 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

- 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 9 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 hiccups, heartburn, nausea or other side effects.
- do not use more than 24 pieces a day
- it is important to complete treatment. If you feel you need to use the gum for a longer period to keep from smoking, talk to your health care provider.

#### Other information

- each piece contains: calcium 94 mg, sodium 13 mg
- store at 20 - 25°C (68 - 77°F)
- protect from light

#### Inactive ingredients

acacia, acesulfame potassium, carnauba wax, D&C yellow #10 Al. lake, edible ink, gum base, magnesium oxide, menthol, peppermint oil, sodium carbonate, titanium dioxide, xylitol

**Questions or comments?** call toll-free 1-800-419-4766 (English/Spanish) weekdays (9:00 am - 4:30 pm ET)

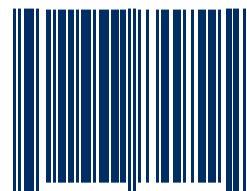
XX000000

Lot:  
Exp:

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### GSK Regulatory Spec Box

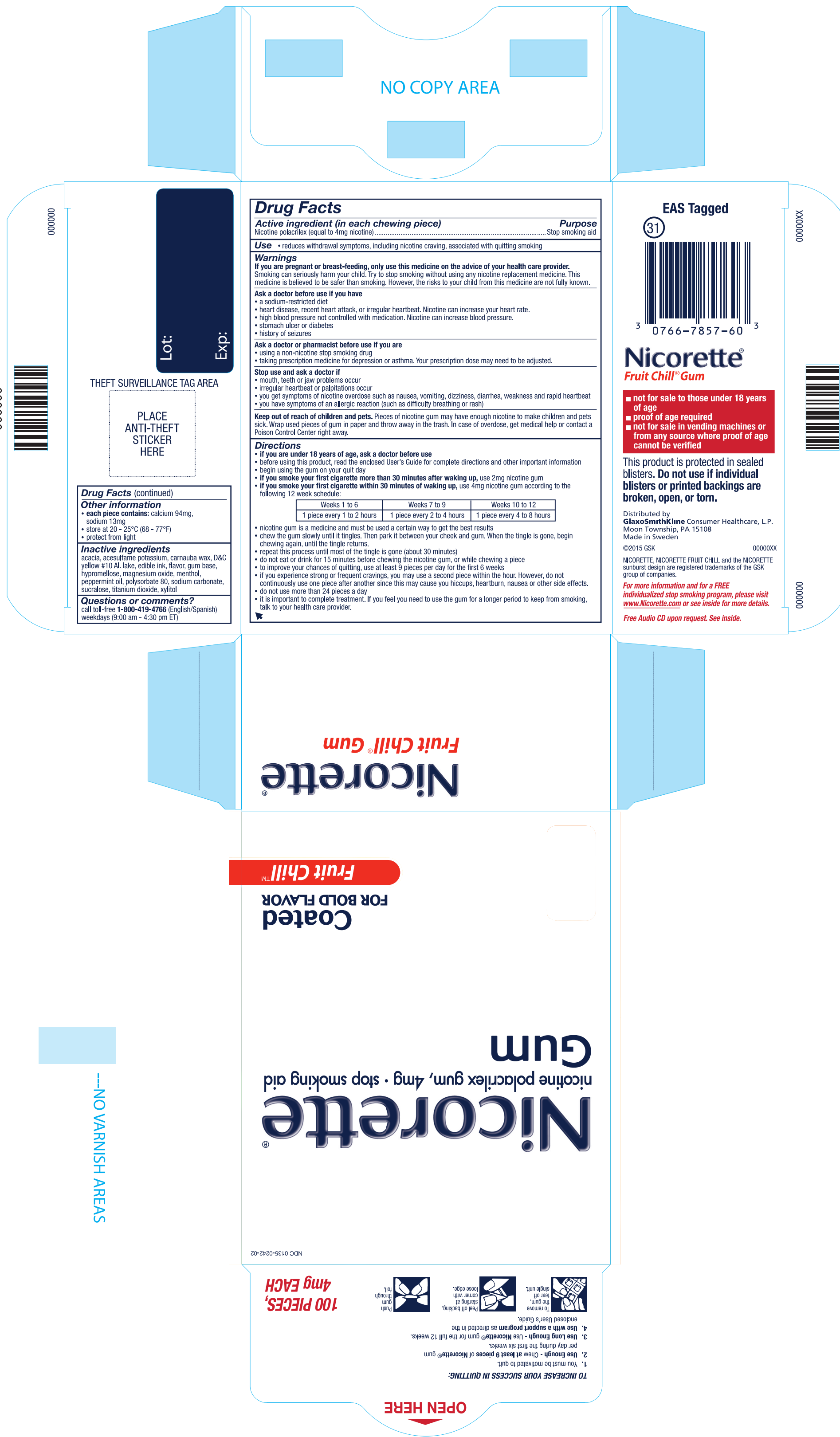
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#### Drug Facts Info

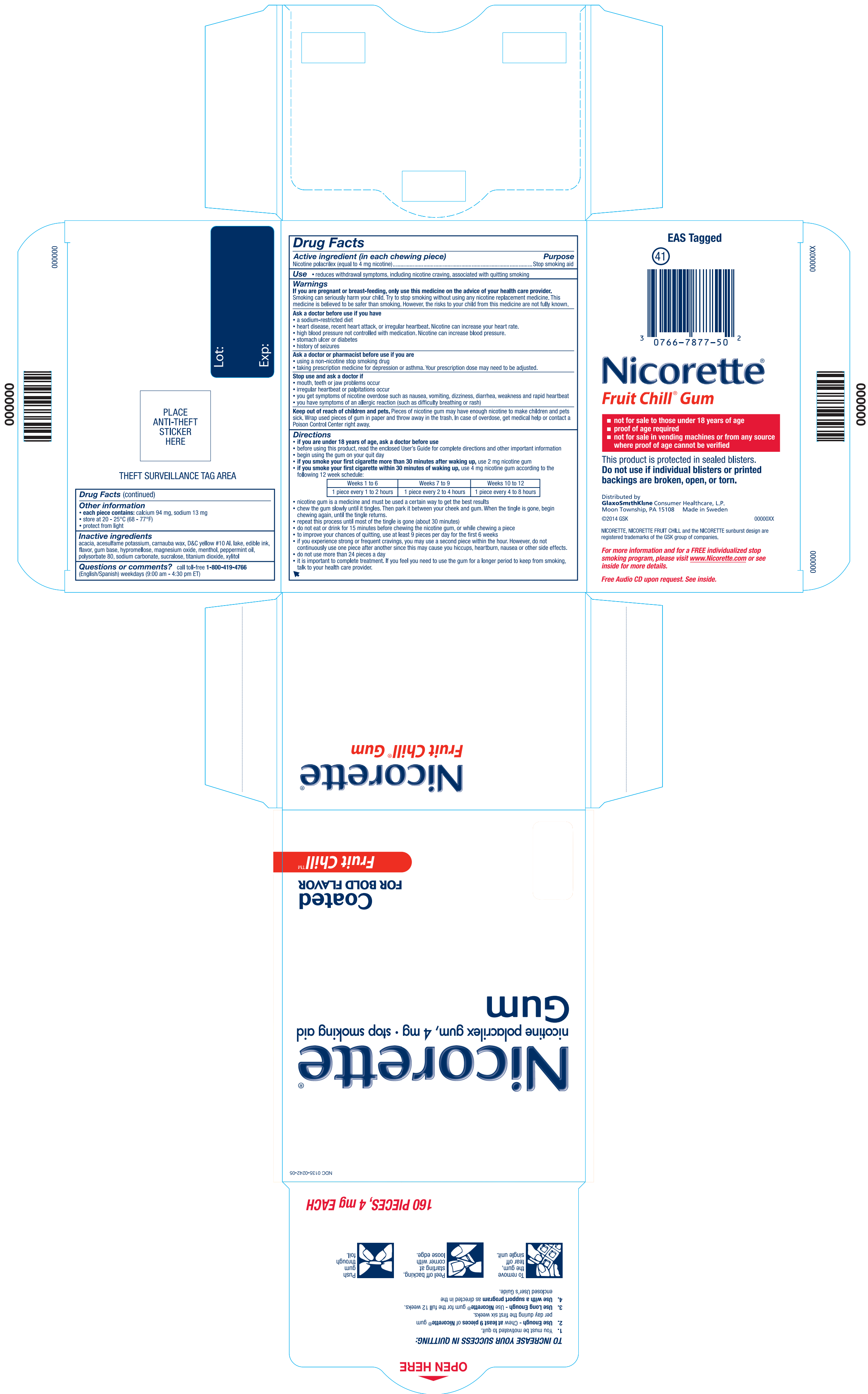
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<b>Drug Facts</b> (continued)	Font Name: Helvetica Neue 76 Bold Italic/Helvetica Neue 57 Condensed	11 point type
Headings	Font Name: Helvetica Neue 76 Bold Italic	10.4 point type
Subheading	Font Name: Helvetica Neue 77 Bold Condensed	8.45 point type
Body text	Font Name: Helvetica Neue 57 Condensed/ Helvetica Neue 77 Bold Condensed	8.45 point type
Bullets	Font Name: Helvetica Neue 55 Roman	6.5 point type
Bullets on same lines: end of statement separated from bulleted statement by two ems		N/A
Spacing of the hair lines from edge of box - i.e. Minimum of 2 spaces either side of Drug Fact Box		Yes
Tracking	-4 to 0	Horizontal Scale: 100%
Leading (Minimum space in body copy of Drug Facts)	9 pt.	Maximum Characters/Inch: 21
Barlines	1.5 pt.	Hairlines .75 pt.

#### Primary Display Panel Info

Font size of Net Wt/Contents (Smallest character height in inches)	N/A
PDP dimensions (in square inches)	N/A
Font size of Statement of Identity (If not live text, to be measured in Helvetica capital "M")	V N/A H N/A
Font size of Logo/Largest Copy on PDP (If not live text, to be measured in Helvetica capital "M")	V N/A H N/A
Ratio of Statement of Identity to Logo/Largest Copy on PDP	
Statement of Identity (pt.) (Divided by) Largest Logo Copy (pt.)	V N/A H N/A



GSK Regulatory Spec Box		Verified Date: 3.26.15
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<b>Headings</b>	Font Name: Helvetica Neue 76 Bold Italic	8 point type
<b>Subheading</b>	Font Name: Helvetica Neue 77 Bold Condensed	6.5 point type
<b>Body text</b>	Font Name: Helvetica Neue 57 Condensed/ Helvetica Neue 77 Bold Condensed	6.5 point type
<b>Bullets</b>	Font Name: Helvetica Neue 55 Roman	5.00 point type
<b>Bullets on same lines: end of statement separated from bulleted statement by two ems</b>		N/A
<b>Spacing of the hair lines from edge of box – i.e. Minimum of 2 spaces either side of Drug Fact Box</b>		Yes
<b>Tracking</b>	0	Horizontal Scale: 100%
<b>Leading (Minimum space in body copy of Drug Facts)</b>	6.7 pt.	Maximum Characters/Inch: 31
<b>Barlines</b>	1.00 pt.	Hairlines 0.50 pt.
<b>Primary Display Panel Info</b>		
<b>Font size of Net Wt/Contents (Smallest character height in inches)</b>		0.0.1414 in.
<b>PDP dimensions (in square inches)</b>		23 sq. in.
<b>Font size of Statement of Identity (If not live text, to be measured in Helvetica capital "M")</b>		V 16.11 pt. H N/A
<b>Font size of Logo/Largest Copy on PDP (If not live text, to be measured in Helvetica capital "M")</b>		V 63.56 pt. H N/A
<b>Ratio of Statement of Identity to Logo/Largest Copy on PDP</b>		
<b>Statement of Identity (pt.) (Divided by) Largest Logo Copy (pt.)</b>		V 25% H N/A



GSK Regulatory Spec Box		Verified Date: 09.24.15
<b>Drug Facts Info</b>		
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Drug Facts (continued)	Font Name: Helvetica Neue 76 Bold Italic/Helvetica Neue 57 Condensed	8.1 point type
Headings	Font Name: Helvetica Neue 76 Bold Italic	8 point type
Subheading	Font Name: Helvetica Neue 77 Bold Condensed	6.5 point type
Body text	Font Name: Helvetica Neue 57 Condensed/ Helvetica Neue 77 Bold Condensed	6.5 point type
Bullets	Font Name: Helvetica Neue 55 Roman	5 point type
Bullets on same lines: end of statement separated from bulleted statement by two ems		N/A
Spacing of the hair lines from edge of box—i.e. Minimum of 2 spaces either side of Drug Fact Box		Yes
Tracking	0	Horizontal Scale: 100%
Leading (Minimum space in body copy of Drug Facts)	6.75 pt.	Maximum Characters/Inch: 30
Barlines	1 pt.	Hairlines 0.5 pt.
<b>Primary Display Panel Info</b>		
Font size of Net Wt/Contents (Smallest character height in inches)		0.1413 in.
PDP dimensions (in square inches)		23.02 sq. in.
Font size of Statement of Identity (If not live text, to be measured in Helvetica capital "M")		V 16.11 pt. H N/A
Font size of Logo/Largest Copy on PDP (If not live text, to be measured in Helvetica capital "M")		V 63.56 pt. H N/A
Ratio of Statement of Identity to Logo/Largest Copy on PDP		
Statement of Identity (pt.), (Divided by) Largest Logo Copy (pt.)		V 25% H N/A

# Nicorette<sup>®</sup>

nicotine polacrilex gum, 4 mg • stop smoking aid

## Gum

### How To Open the Nicorette<sup>®</sup> Gum Blister Pack



To remove the gum, tear off single unit.



Peel off backing, starting at corner with loose edge.



Push gum through foil.

### Personalized Quit Plan



Visit [www.nicorette.com](http://www.nicorette.com) to enroll in a free, personalized quit plan. **Nicorette Committed Quitters<sup>®</sup>** is a personalized stop smoking program that will help you understand your smoking habits and determine how to best overcome your cravings. Track, target, and tame your temptations with **Nicorette Committed Quitters<sup>®</sup>**. Only available at [www.nicorette.com](http://www.nicorette.com)

- not for sale to those under 18 years of age
- proof of age required
- not for sale in vending machines or from any source where proof of age cannot be verified

#### TO INCREASE YOUR SUCCESS IN QUITTING:

1. You must be motivated to quit.
2. **Use Enough** - Chew at least 9 pieces of Nicorette<sup>®</sup> gum per day during the first six weeks.
3. **Use Long Enough** - Use Nicorette<sup>®</sup> gum for the full 12 weeks.
4. **Use with a support program** as directed in the enclosed User's Guide.

### Drug Facts

**Active ingredient (in each chewing piece)**  
Nicotine polacrilex (equal to 4 mg nicotine) ..... Stop smoking aid

#### Purpose

**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.

#### 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
- history of seizures

#### 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
- you have symptoms of an allergic reaction (such as difficulty breathing or rash)

**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

### Drug Facts (continued)

- before using this product, read the enclosed User's Guide for complete directions and other important information
- begin using the gum on your quit day
- **if you smoke your first cigarette more than 30 minutes after waking up**, use 2 mg nicotine gum
- **if you smoke your first cigarette within 30 minutes of waking up**, use 4 mg nicotine gum 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

- 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 9 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 hiccups, heartburn, nausea or other side effects.
- do not use more than 24 pieces a day
- it is important to complete treatment. If you feel you need to use the gum for a longer period to keep from smoking, talk to your health care provider.

#### Other information

- each piece contains: calcium 94 mg, sodium 13 mg
- store at 20 - 25°C (68 - 77°F)
- protect from light

#### Inactive ingredients

acacia, acesulfame potassium, carnauba wax, D&C yellow #10 Al. lake, edible ink, flavor, gum base, hypromellose, magnesium oxide, menthol, peppermint oil, polysorbate 80, sodium carbonate, sucralose, titanium dioxide, xylitol

**Questions or comments?** call toll-free 1-800-419-4766 (English/Spanish) weekdays (9:00 am - 4:30 pm ET)

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Lot:  
Exp:

Distributed by  
**GlaxoSmithKline** Consumer Healthcare, L.P.  
Moon Township, PA 15108 Made in Sweden  
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GSK Regulatory Spec Box		Verified Date: 09.24.15
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<b>Drug Facts</b> (Title)	Font Name: Helvetica Neue 76 Bold Italic	14 point type
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Body text	Font Name: Helvetica Neue 57 Condensed/ Helvetica Neue 77 Bold Condensed	8.45 point type
Bullets	Font Name: Helvetica Neue 55 Roman	6.5 point type
Bullets on same lines: end of statement separated from bulleted statement by two ems		N/A
Spacing of the hair lines from edge of box – i.e. Minimum of 2 spaces either side of Drug Fact Box		Yes
Tracking	-4 to 0	Horizontal Scale: 100%
Leading (Minimum space in body copy of Drug Facts)	9 pt.	Maximum Characters/Inch: 21
Barlines	1.5 pt.	Hairlines .75 pt.
<b>Primary Display Panel Info</b>		
Font size of Net Wt/Contents (Smallest character height in inches)		N/A
PDP dimensions (in square inches)		N/A
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Font size of Logo/Largest Copy on PDP (If not live text, to be measured in Helvetica capital "M")		V N/A H N/A
Ratio of Statement of Identity to Logo/Largest Copy on PDP		
Statement of Identity (pt.) (Divided by) Largest Logo Copy (pt.)		V N/A H N/A






GSK Regulatory Spec Box		Verified Date: 09.23.15
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Body text	Font Name: Helvetica Neue 57 Condensed/ Helvetica Neue 77 Bold Condensed	6.5 point type
Bullets	Font Name: Helvetica Neue 55 Roman	5 point type
Bullets on same lines: end of statement separated from bulleted statement by two ems		N/A
Spacing of the hair lines from edge of box – i.e. Minimum of 2 spaces either side of Drug Fact Box		Yes
Tracking	0	Horizontal Scale: 100%
Leading (Minimum space in body copy of Drug Facts)	6.75 pt.	Maximum Characters/Inch: 30
Barlines	1 pt.	Hairlines 0.5 pt.
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PDP dimensions (in square inches)		23.02 sq. in.
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Font size of Logo/Largest Copy on PDP (If not live text, to be measured in Helvetica capital "M")		V 63.56 pt. H N/A
Ratio of Statement of Identity to Logo/Largest Copy on PDP		
Statement of Identity (pt.) (Divided by) Largest Logo Copy (pt.)		V 25% H N/A



OPEN HERE

**20 PIECES,  
4 mg EACH**



NDC 0135-0242-06

**Drug Facts**

**Active ingredient**      **Purpose**  
(in each chewing piece)  
Nicotine polacrilex (equal to 4 mg 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.

**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
- history of seizures

**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
- you have symptoms of an allergic reaction (such as difficulty breathing or rash)

**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
- begin using the gum on your quit day
- if you smoke your first cigarette more than 30 minutes after waking up, use 2 mg nicotine gum
- if you smoke your first cigarette within 30 minutes of waking up, use 4 mg nicotine gum 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 9 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 hiccups, heartburn, nausea or other side effects.
- do not use more than 24 pieces a day
- it is important to complete treatment. If you feel you need to use the gum for a longer period to keep from smoking, talk to your health care provider.

**Other information**

- each piece contains: calcium 94 mg, sodium 13 mg
- store at 20 - 25°C (68 - 77°F)
- protect from light

**Inactive ingredients**  
acacia, acesulfame potassium, carnauba wax, D&C yellow #10 Al lake, edible ink, flavor, gum base, hypromellose, magnesium oxide, menthol, peppermint oil, polysorbate 80, sodium carbonate, sucralose, titanium dioxide, xylitol

**Questions or comments?**  
call toll-free 1-800-419-4766 (English/Spanish) weekdays (9:00 am - 4:30 pm ET)


**\$5.00**  
Coupon Inside

**Nicorette®**  
nicotine polacrilex gum, 4 mg · stop smoking aid  
**Gum**

**Coated**  
**FOR BOLD FLAVOR**

**Fruit Chill™**

59 EAS Tagged



3 0766-7849-31 8

20 PIECES, 4 mg EACH

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

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**TO INCREASE YOUR SUCCESS IN QUITTING:**


1. You must be motivated to quit.
2. **Use Enough** - Chew **at least 9 pieces** of Nicorette gum per day during the first six weeks.
3. **Use Long Enough** - Use Nicorette gum for the full 12 weeks.
4. **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](http://www.Nicorette.com) or see inside for more details.**

**Free Audio CD upon request. See inside.**

Theft surveillance tag area





GSK Regulatory Spec Box		Verified Date: 09.24.15
<b>Drug Facts Info</b>		
<b>Drug Facts</b> (Title)	Font Name: Helvetica Neue 76 Bold Italic	14 point type
<b>Drug Facts</b> (continued)	Font Name: Helvetica Neue 76 Bold Italic/Helvetica Neue 57 Condensed	8.1 point type
Headings	Font Name: Helvetica Neue 76 Bold Italic	8 point type
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Body text	Font Name: Helvetica Neue 57 Condensed/ Helvetica Neue 77 Bold Condensed	6 point type
Bullets	Font Name: Helvetica Neue 55 Roman	5 point type
Bullets on same lines: end of statement separated from bulleted statement by two ems		n/a
Spacing of the hair lines from edge of box – i.e. Minimum of 2 spaces either side of Drug Fact Box		Yes
Tracking	0	Horizontal Scale: 100%
Leading (Minimum space in body copy of Drug Facts)	6.5 pt.	Maximum Characters/Inch: 30
Barlines	1 pt.	Hairlines 0.5 pt.
<b>Primary Display Panel Info</b>		
Font size of Net Wt/Contents (Smallest character height in inches)		.125 in.
PDP dimensions (in square inches)		11.72 sq. in.
Font size of Statement of Identity (If not live text, to be measured in Helvetica capital "M")		V n/a H 8 pt.
Font size of Logo/Largest Copy on PDP (If not live text, to be measured in Helvetica capital "M")		V n/a. H 32.5 pt.
Ratio of Statement of Identity to Logo/Largest Copy on PDP		
Statement of Identity (pt.) (Divided by) Largest Logo Copy (pt.)		V n/a H 25%

Go to [www.nicorette.com](http://www.nicorette.com)  
for additional support and offers

**SAVE \$5.00**  
on any  
**Nicorette<sup>®</sup> Gum**  
100 Pieces or Larger



**MANUFACTURER'S COUPON** EXPIRES 12/31/2017

**Redeemable at food, drug and mass merchandise stores. CONSUMER:** Limit 1 coupon per purchase of indicated product(s). You pay any sales tax. You are not eligible for this offer if reimbursement for the product will be sought from any federal or state healthcare program, including Medicare or Medicaid, or any similar federal or state program, including any state pharmaceutical assistance program, or under any private insurance, HMO, or other third-party payment arrangement. **RETAILER:** GSK will reimburse you the face value of this coupon plus 12¢ Handling Fee if submitted in compliance with our Redemption Policy. Copy available upon request. Cash value 1/100 of 1¢. Coupon is void if altered, transferred, exchanged, sold or otherwise disposed of. **Good at GSK Consumer Healthcare, P.O. Box 880553, El Paso, Texas 88588-0553. ©2014 GSK. Read and follow label directions.**

030766-074218



Go to [www.nicorette.com](http://www.nicorette.com)  
for additional support and offers

**SAVE \$5.00**  
on any  
**Nicorette® Gum**  
100 Pieces or Larger



**MANUFACTURER'S COUPON**      **EXPIRES 12/31/2017**

**Redeemable at food, drug and mass merchandise stores. CONSUMER:** Limit 1 coupon per purchase of indicated product(s). You pay any sales tax. You are not eligible for this offer if reimbursement for the product will be sought from any federal or state healthcare program, including Medicare or Medicaid, or any similar federal or state program, including any state pharmaceutical assistance program, or under any private insurance, HMO, or other third-party payment arrangement. **RETAILER:** GSK will reimburse you the face value of this coupon plus 12¢ Handling Fee if submitted in compliance with our Redemption Policy. Copy available upon request. Cash value 1/100 of 1¢. Coupon is void if altered, transferred, exchanged, sold or otherwise disposed of. **Printed on Recycled Paper.** GSK Consumer Healthcare, P.O. Box 880553, El Paso, Texas 88588-0553. ©2014 GSK. Read and follow label directions.

030766-074218



**Drug Facts**

**Active ingredient (in each chewing piece) Purpose**  
Nicotine polacrilex (equal to 4 mg 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.

**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
- history of seizures

**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
- you have symptoms of an allergic reaction (such as difficulty breathing or rash)

**Flip open for Directions and additional information**  
**Retain this package for complete product information**

- not for sale to those under 18 years of age
- proof of age required
- not for sale in vending machines or from any source where proof of age cannot be verified

The gum is contained in a carton packaged inside a clear plastic outer container sealed to a printed card. The inner carton has a clear overwrap. DO NOT USE IF ANY OF THESE TAMPER EVIDENT FEATURES ARE MISSING, TORN, OR BROKEN.

Lot Exp

3 0766-7849-34 9

NDC 0135-0242-08

**\$5.00**  
Coupon Inside

**Nicorette®**

**Gum**     **20 PIECES, 4 mg EACH**  
(1 Pocket Pack of 20)

**TO INCREASE YOUR SUCCESS IN QUITTING:**

1. You must be motivated to quit.
2. **Use Enough** - Chew **at least 9 pieces** of Nicorette gum per day during the first six weeks.
3. **Use Long Enough** - Use Nicorette gum for the full 12 weeks.
4. **Use with a support program** as directed in the enclosed User's Guide.

**How To Open the Nicorette Gum Pocket Pack**

**1** Gently push tab on side.

**2** Pull up forcefully, pulling open box.

**3** Dispense Nicorette Gum and follow dosing instructions.

For more information and for a **FREE individualized stop smoking program, please visit [www.Nicorette.com](http://www.Nicorette.com)** or see inside for more details.

Free Audio CD upon request. See inside.

Distributed by  
**GlaxoSmithKline** Consumer Healthcare, L.P.  
Moon Township, PA 15108     Made in Sweden  
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**Drug Facts (continued)**

**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
- begin using the gum on your quit day
- if you smoke your first cigarette more than 30 minutes after waking up, use 2 mg nicotine gum
- if you smoke your first cigarette within 30 minutes of waking up, use 4 mg nicotine gum 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

- 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 9 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 hiccups, heartburn, nausea or other side effects.
- do not use more than 24 pieces a day
- it is important to complete treatment. If you feel you need to use the gum for a longer period to keep from smoking, talk to your health care provider.

**Other information**

- each piece contains: calcium 94 mg, sodium 13 mg
- store at 20 - 25°C (68 - 77°F)     • protect from light and humidity

**Inactive ingredients**  
acacia, acesulfame potassium, carnauba wax, D&C yellow #10 Al, lake, edible ink, flavor, gum base, hypromellose, magnesium oxide, menthol, peppermint oil, polysorbate 80, sodium carbonate, sucralose, titanium dioxide, xylitol

**Questions or comments?** call toll-free 1-800-419-4766 (English/Spanish) weekdays (9:00 am - 4:30 pm ET)

GSK Regulatory Spec Box		Verified Date: 09.24.15
<b>Drug Facts Info</b>		
<b>Drug Facts</b> (Title)	Font Name: Helvetica Neue 76 Bold Italic	14 point type
<b>Drug Facts</b> (continued)	Font Name: Helvetica Neue 76 Bold Italic/Helvetica Neue 57 Condensed	8.1 point type
Headings	Font Name: Helvetica Neue 76 Bold Italic	8 point type
Subheading	Font Name: Helvetica Neue 77 Bold Condensed	6 point type
Body text	Font Name: Helvetica Neue 57 Condensed/ Helvetica Neue 77 Bold Condensed	6 point type
Bullets	Font Name: Helvetica Neue 55 Roman	5 point type
Bullets on same lines: end of statement separated from bulleted statement by two ems		Yes
Spacing of the hair lines from edge of box – i.e. Minimum of 2 spaces either side of Drug Fact Box		Yes
Tracking	0	Horizontal Scale: 82% -100%
Leading (Minimum space in body copy of Drug Facts)	6.5 pt.	Maximum Characters/Inch: 30
Barlines	1 pt.	Hairlines 0.5 pt.
<b>Primary Display Panel Info</b>		
Font size of Net Wt/Contents (Smallest character height in inches)		.0859 in.
PDP dimensions (in square inches)		15.75 sq. in.
Font size of Statement of Identity (If not live text, to be measured in Helvetica capital "M")		V n/a H N/A
Font size of Logo/Largest Copy on PDP (If not live text, to be measured in Helvetica capital "M")		V 39.25 pt. H N/A
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Statement of Identity (pt.) (Divided by) Largest Logo Copy (pt.)		V n/a% H N/A

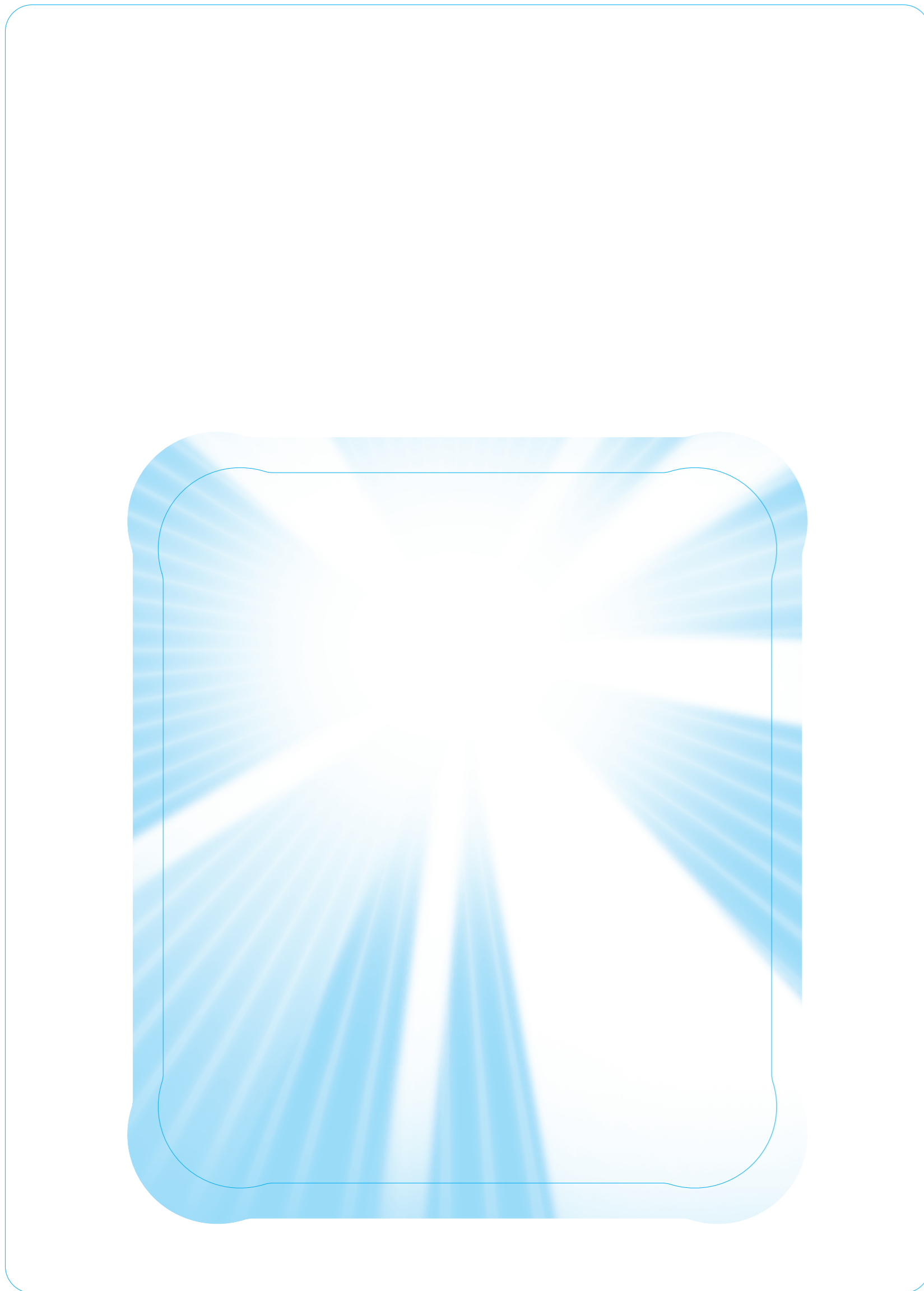


GSK Regulatory Spec Box		Verified Date: 09.23.15
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Drug Facts (Title)	Font Name: Helvetica Neue 76 Bold Italic	14 point type
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Headings	Font Name: Helvetica Neue 76 Bold Italic	8 point type
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Bullets	Font Name: Helvetica Neue 55 Roman	5 point type
Bullets on same lines: end of statement separated from bulleted statement by two ems		N/A
Spacing of the hair lines from edge of box – i.e. Minimum of 2 spaces either side of Drug Fact Box		Yes
Tracking	0	Horizontal Scale: 100%
Leading (Minimum space in body copy of Drug Facts)	6.75 pt.	Maximum Characters/Inch: 30
Barlines	1 pt.	Hairlines 0.5 pt.
<b>Primary Display Panel Info</b>		
Font size of Net Wt/Contents (Smallest character height in inches)		0.1413 in.
PDP dimensions (in square inches)		23.02 sq. in.
Font size of Statement of Identity (If not live text, to be measured in Helvetica capital "M")		V 16.11 pt. H N/A
Font size of Logo/Largest Copy on PDP (If not live text, to be measured in Helvetica capital "M")		V 63.56 pt. H N/A
Ratio of Statement of Identity to Logo/Largest Copy on PDP		
Statement of Identity (pt.) (Divided by) Largest Logo Copy (pt.)		V 25% H N/A









# Nicorette<sup>®</sup>

nicotine polacrilex gum, 4 mg • stop smoking aid

## Gum

### Personalized Quit Plan



Visit [www.nicorette.com](http://www.nicorette.com) to enroll in a free, personalized quit plan. **Nicorette Gum Committed Quitters<sup>®</sup>** is a personalized stop smoking program that will help you understand your smoking habits and determine how to best overcome your cravings. Track, target, and tame your temptations with **Nicorette Gum Committed Quitters<sup>®</sup>**. Only available at [www.nicorette.com](http://www.nicorette.com)

#### Drug Facts

**Active ingredient (in each chewing piece)** ..... **Purpose**  
Nicotine polacrilex (equal to 4 mg 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.

#### 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
- history of seizures

#### 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
- you have symptoms of an allergic reaction (such as difficulty breathing or rash)

**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

#### Drug Facts (continued)

- before using this product, read the enclosed User's Guide for complete directions and other important information
- begin using the gum on your quit day
- **if you smoke your first cigarette more than 30 minutes after waking up, use 2 mg nicotine gum**
- **if you smoke your first cigarette within 30 minutes of waking up, use 4 mg nicotine gum** 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

- 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 9 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 hiccups, heartburn, nausea or other side effects.
- do not use more than 24 pieces a day
- it is important to complete treatment. If you feel you need to use the gum for a longer period to keep from smoking, talk to your health care provider.

#### Other information

- each piece contains: calcium 117 mg, sodium 13 mg
- store at 20 - 25°C (68 - 77°F)
- protect from light

#### Inactive ingredients

D&C yellow #10, flavors, glycerin, gum base, sodium bicarbonate, sorbitol

**Questions or comments?** call toll-free 1-800-419-4766 (English/Spanish) weekdays (9:00 am - 4:30 pm ET)

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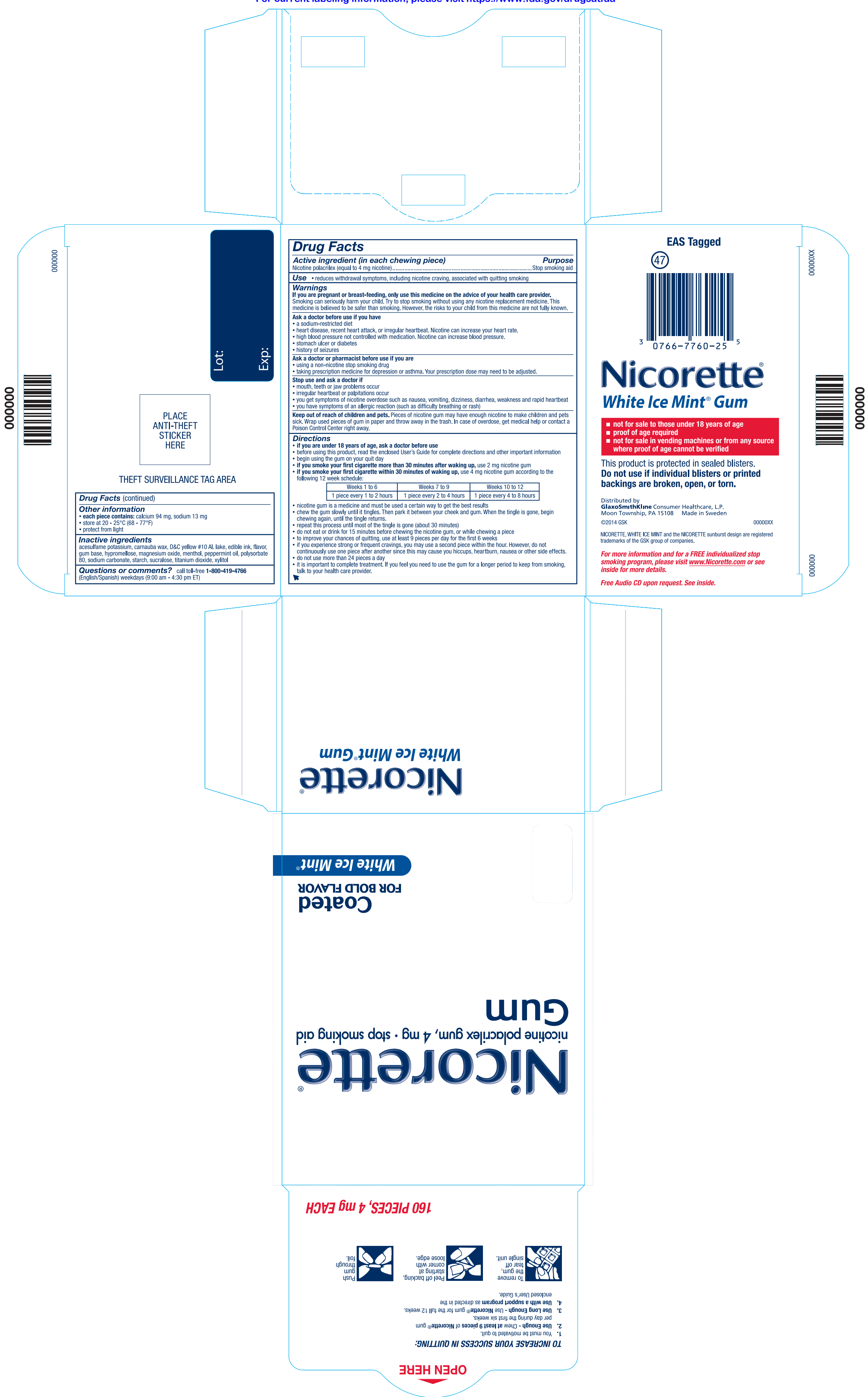
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GSK Regulatory Spec Box		Verified Date: 09.24.15
<b>Drug Facts Info</b>		
<b>Drug Facts (Title)</b>	Font Name: Helvetica Neue 76 Bold Italic	14 point type
<b>Drug Facts (continued)</b>	Font Name: Helvetica Neue 76 Bold Italic/Helvetica Neue 57 Condensed	11 point type
<b>Headings</b>	Font Name: Helvetica Neue 76 Bold Italic	10.4 point type
<b>Subheading</b>	Font Name: Helvetica Neue 77 Bold Condensed	8.45 point type
<b>Body text</b>	Font Name: Helvetica Neue 57 Condensed/ Helvetica Neue 77 Bold Condensed	8.45 point type
<b>Bullets</b>	Font Name: Helvetica Neue 55 Roman	6.5 point type
Bullets on same lines: end of statement separated from bulleted statement by two ems		N/A
Spacing of the hair lines from edge of box - i.e. Minimum of 2 spaces either side of Drug Fact Box		Yes
<b>Tracking</b>	-4 to 0	Horizontal Scale: 100%
<b>Leading (Minimum space in body copy of Drug Facts)</b>	9 pt.	Maximum Characters/Inch: 22
<b>Barlines</b>	1.5 pt.	Hairlines: .75 pt.
<b>Primary Display Panel Info</b>		
Font size of Net Wt./Contents (Smallest character height in inches)		N/A
PDP dimensions (in square inches)		N/A
Font size of Statement of Identity (If not live text, to be measured in Helvetica capital "M")		V N/A H N/A
Font size of Logo/Largest Copy on PDP (If not live text, to be measured in Helvetica capital "M")		V N/A H N/A
Ratio of Statement of Identity to Logo/Largest Copy on PDP		
Statement of Identity (pt.) (Divided by) Largest Logo Copy (pt.)		V N/A H N/A





GSK Regulatory Spec Box		Verified Date: 09.24.15
<b>Drug Facts Info</b>		
Drug Facts (Title)	Font Name: Helvetica Neue 76 Bold Italic	14 point type
Drug Facts (continued)	Font Name: Helvetica Neue 76 Bold Italic/Helvetica Neue 57 Condensed	8.1 point type
Headings	Font Name: Helvetica Neue 76 Bold Italic	8 point type
Subheading	Font Name: Helvetica Neue 77 Bold Condensed	6.5 point type
Body text	Font Name: Helvetica Neue 57 Condensed/ Helvetica Neue 77 Bold Condensed	6.5 point type
Bullets	Font Name: Helvetica Neue 55 Roman	5 point type
Bullets on same lines: end of statement separated from bulleted statement by two ems		N/A
Spacing of the hair lines from edge of box – i.e. Minimum of 2 spaces either side of Drug Fact Box		Yes
Tracking	0	Horizontal Scale: 100%
Leading (Minimum space in body copy of Drug Facts)	6.75 pt.	Maximum Characters/Inch: 30
Barlines	1 pt.	Hairlines 0.5 pt.
<b>Primary Display Panel Info</b>		
Font size of Net Wt/Contents (Smallest character height in inches)		0.1413 in.
PDP dimensions (in square inches)		23.02 sq. in.
Font size of Statement of Identity (If not live text, to be measured in Helvetica capital "M")		V 16.11 pt. H N/A
Font size of Logo/Largest Copy on PDP (If not live text, to be measured in Helvetica capital "M")		V 63.56 pt. H N/A
Ratio of Statement of Identity to Logo/Largest Copy on PDP		
Statement of Identity (pt.) (Divided by) Largest Logo Copy (pt.)		V 25% H N/A



GSK Regulatory Spec Box		Verified Date: 09.25.15
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Bullets on same lines: end of statement separated from bulleted statement by two ems		N/A
Spacing of the hair lines from edge of box—i.e. Minimum of 2 spaces either side of Drug Fact Box		Yes
Tracking	0	Horizontal Scale: 100%
Leading (Minimum space in body copy of Drug Facts)	6.75 pt.	Maximum Characters/Inch: 30
Barlines	1 pt.	Hairlines 0.5 pt.
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Font size of Net Wt/Contents (Smallest character height in inches)		0.1413 in.
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Font size of Logo/Largest Copy on PDP (If not live text, to be measured in Helvetica capital "M")		V 63.56 pt. H N/A
Ratio of Statement of Identity to Logo/Largest Copy on PDP		
Statement of Identity (pt.), (Divided by) Largest Logo Copy (pt.)		V 25% H N/A

# Nicorette<sup>®</sup>

nicotine polacrilex gum, 4 mg • stop smoking aid

## Gum

### How To Open the Nicorette<sup>®</sup> Gum Blister Pack



To remove the gum, tear off single unit.



Peel off backing, starting at corner with loose edge.



Push gum through foil.

### Personalized Quit Plan



Visit [www.nicorette.com](http://www.nicorette.com) to enroll in a free, personalized quit plan. **Nicorette Committed Quitters<sup>®</sup>** is a personalized stop smoking program that will help you understand your smoking habits and determine how to best overcome your cravings. Track, target, and tame your temptations with **Nicorette Committed Quitters<sup>®</sup>**. Only available at [www.nicorette.com](http://www.nicorette.com)

■ not for sale to those under 18 years of age  
■ proof of age required  
■ not for sale in vending machines or from any source where proof of age cannot be verified

#### TO INCREASE YOUR SUCCESS IN QUITTING:

1. You must be motivated to quit.
2. **Use Enough** - Chew **at least 9 pieces** of Nicorette<sup>®</sup> gum per day during the first six weeks.
3. **Use Long Enough** - Use Nicorette<sup>®</sup> gum for the full 12 weeks.
4. **Use with a support program** as directed in the enclosed User's Guide.

### Drug Facts

#### Active ingredient (in each chewing piece)

Nicotine polacrilex (equal to 4 mg nicotine) ..... Stop smoking aid

#### Purpose

**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.

#### 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
- history of seizures

#### 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
- you have symptoms of an allergic reaction (such as difficulty breathing or rash)

**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

### Drug Facts (continued)

- before using this product, read the enclosed User's Guide for complete directions and other important information
- begin using the gum on your quit day
- **if you smoke your first cigarette more than 30 minutes after waking up**, use 2 mg nicotine gum
- **if you smoke your first cigarette within 30 minutes of waking up**, use 4 mg nicotine gum 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

- 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 9 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 hiccups, heartburn, nausea or other side effects.
- do not use more than 24 pieces a day
- it is important to complete treatment. If you feel you need to use the gum for a longer period to keep from smoking, talk to your health care provider.

#### Other information

- each piece contains: calcium 94 mg, sodium 13 mg
- store at 20 - 25°C (68 - 77°F)
- protect from light

#### Inactive ingredients

acesulfame potassium, carnauba wax, D&C yellow #10 Al. lake, edible ink, flavor, gum base, hypromellose, magnesium oxide, menthol, peppermint oil, polysorbate 80, sodium carbonate, starch, sucralose, titanium dioxide, xylitol

**Questions or comments?** call toll-free 1-800-419-4766 (English/Spanish) weekdays (9:00 am - 4:30 pm ET)

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Lot:  
Exp:

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GSK Regulatory Spec Box		Verified Date: 09.24.15
<b>Drug Facts Info</b>		
Drug Facts (Title)	Font Name: Helvetica Neue 76 Bold Italic	14 point type
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Bullets on same lines: end of statement separated from bulleted statement by two ems		N/A
Spacing of the hair lines from edge of box – i.e. Minimum of 2 spaces either side of Drug Fact Box		Yes
Tracking	-4 to 0	Horizontal Scale: 100%
Leading (Minimum space in body copy of Drug Facts)	9 pt.	Maximum Characters/Inch: 22
Barlines	1.5 pt.	Hairlines .75 pt.
<b>Primary Display Panel Info</b>		
Font size of Net Wt/Contents (Smallest character height in inches)		N/A
PDP dimensions (in square inches)		N/A
Font size of Statement of Identity (If not live text, to be measured in Helvetica capital "M")		V N/A H N/A
Font size of Logo/Largest Copy on PDP (If not live text, to be measured in Helvetica capital "M")		V N/A H N/A
Ratio of Statement of Identity to Logo/Largest Copy on PDP		
Statement of Identity (pt.) (Divided by) Largest Logo Copy (pt.)		V N/A H N/A



OPEN HERE

**20 PIECES,  
4 mg EACH**

Push gum through foil.  
To remove the gum, tear off the single unit.

Peel off backing, starting at corner with loose edge.

**\$5.00**  
Coupon Inside

**Nicorette<sup>®</sup>**  
nicotine polacrilex gum, 4 mg · stop smoking aid  
**Gum**

**Coated  
FOR BOLD FLAVOR**

**White Ice Mint<sup>®</sup>**

4 mg EACH  
20 PIECES, 4 mg EACH

Theft surveillance tag area

**Drug Facts**

<b>Active ingredient (in each chewing piece)</b>	<b>Purpose</b>
Nicotine polacrilex (equal to 4 mg 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.

**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
- history of seizures

**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
- you have symptoms of an allergic reaction (such as difficulty breathing or rash)

**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
- begin using the gum on your quit day
- if you smoke your first cigarette more than 30 minutes after waking up, use 2 mg nicotine gum
- if you smoke your first cigarette within 30 minutes of waking up, use 4 mg nicotine gum 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 9 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 hiccups, heartburn, nausea or other side effects.
- do not use more than 24 pieces a day
- it is important to complete treatment. If you feel you need to use the gum for a longer period to keep from smoking, talk to your health care provider.

**Other information**

- each piece contains: calcium 94 mg, sodium 13 mg
- store at 20 - 25°C (68 - 77°F)
- protect from light

**Inactive ingredients**  
acesulfame potassium, carnauba wax, D&C yellow #10 Al. lake, edible ink, flavor, gum base, hypromellose, magnesium oxide, menthol, peppermint oil, polysorbate 80, sodium carbonate, starch, sucralose, titanium dioxide, xylitol

**Questions or comments?**  
call toll-free 1-800-419-4766 (English/Spanish) weekdays (9:00 am - 4:30 pm ET)

**57 EAS Tagged**



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**not for sale to those under 18 years of age**

**proof of age required**

**not for sale in 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.

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**GlaxoSmithKline**  
Consumer Healthcare, L.P.  
Moon Township, PA 15108  
Made in Sweden

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**TO INCREASE YOUR SUCCESS IN QUITTING:**

- You must be motivated to quit.
- Use Enough** - Chew at least 9 pieces of Nicorette gum per day during the first six weeks.
- Use Long Enough** - Use Nicorette gum 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](http://www.Nicorette.com) or see inside for more details.

Free Audio CD upon request. See inside.

GSK Regulatory Spec Box		Verified Date: 09.25.15
<b>Drug Facts Info</b>		
<b>Drug Facts (Title)</b>	Font Name: Helvetica Neue 76 Bold Italic	14 point type
<b>Drug Facts (continued)</b>	Font Name: Helvetica Neue 76 Bold Italic/Helvetica Neue 57 Condensed	8.1 point type
<b>Headings</b>	Font Name: Helvetica Neue 76 Bold Italic	8 point type
<b>Subheading</b>	Font Name: Helvetica Neue 77 Bold Condensed	6 point type
<b>Body text</b>	Font Name: Helvetica Neue 57 Condensed/ Helvetica Neue 77 Bold Condensed	6 point type
<b>Bullets</b>	Font Name: Helvetica Neue 55 Roman	5 point type
Bullets on same lines: end of statement separated from bulleted statement by two ems		n/a
Spacing of the hair lines from edge of box – i.e. Minimum of 2 spaces either side of Drug Fact Box		Yes
<b>Tracking</b>	0	Horizontal Scale: 100%
<b>Leading (Minimum space in body copy of Drug Facts)</b>	6.5 pt.	Maximum Characters/Inch: 30
<b>Barlines</b>	1 pt.	Hairlines 0.5 pt.
<b>Primary Display Panel Info</b>		
Font size of Net Wt/Contents (Smallest character height in inches)		.125 in.
PDP dimensions (in square inches)		11.72 sq. in.
Font size of Statement of Identity (If not live text, to be measured in Helvetica capital "M")		V n/a H 8 pt.
Font size of Logo/Largest Copy on PDP (If not live text, to be measured in Helvetica capital "M")		V n/a. H 32.5 pt.
Ratio of Statement of Identity to Logo/Largest Copy on PDP		
Statement of Identity (pt.) (Divided by) Largest Logo Copy (pt.)		V n/a H 25%

Go to [www.nicorette.com](http://www.nicorette.com)  
for additional support and offers

**SAVE \$5.00**  
on any  
**Nicorette<sup>®</sup> Gum**  
100 Pieces or Larger



**MANUFACTURER'S COUPON**      **EXPIRES 12/31/2017**

**Redeemable at food, drug and mass merchandise stores. CONSUMER:** Limit 1 coupon per purchase of indicated product(s). You pay any sales tax. You are not eligible for this offer if reimbursement for the product will be sought from any federal or state healthcare program, including Medicare or Medicaid, or any similar federal or state program, including any state pharmaceutical assistance program, or under any private insurance, HMO, or other third-party payment arrangement. **RETAILER:** GSK will reimburse you the face value of this coupon plus 12¢ Handling Fee if submitted in compliance with our Redemption Policy. Copy available upon request. Cash value 1/100 of 1¢. Coupon is void if altered, transferred, exchanged, sold or otherwise disposed of in any manner. GSK Consumer Healthcare, P.O. Box 880553, El Paso, Texas 88588-0553. ©2014 GSK. Read and follow label directions.

030766-074218



**Drug Facts**

**Active ingredient (in each chewing piece) Purpose**  
Nicotine polacrilex (equal to 4 mg 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.

**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
- history of seizures

**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
- you have symptoms of an allergic reaction (such as difficulty breathing or rash)

**Flip open for Directions and additional information**  
**Retain this package for complete product information**

■ not for sale to those under 18 years of age  
■ proof of age required  
■ not for sale in vending machines or from any source where proof of age cannot be verified

The gum is contained in a carton packaged inside a clear plastic outer container sealed to a printed card. The inner carton has a clear overwrap. DO NOT USE IF ANY OF THESE TAMPER EVIDENT FEATURES ARE MISSING, TORN, OR BROKEN.

Lot Exp



3 0766-7760-54 5

NDC 0135-0475-08

**\$5.00**  
Coupon Inside

**Nicorette®**




**Gum**     **20 PIECES, 4 mg EACH**  
(1 Pocket Pack of 20)



**TO INCREASE YOUR SUCCESS IN QUITTING:**

1. You must be motivated to quit.
2. **Use Enough** - Chew at least **9 pieces** of Nicorette gum per day during the first six weeks.
3. **Use Long Enough** - Use Nicorette gum for the full 12 weeks.
4. **Use with a support program** as directed in the enclosed User's Guide.

**How To Open the Nicorette Gum Pocket Pack**

- 1  Gently push tab on side.
- 2  Pull up forcefully, pulling open box.
- 3  Dispense Nicorette Gum and follow dosing instructions.

*For more information and for a FREE individualized stop smoking program, please visit [www.Nicorette.com](http://www.Nicorette.com) or see inside for more details.*

*Free Audio CD upon request. See inside.*

Distributed by  
**GlaxoSmithKline** Consumer Healthcare, L.P.  
Moon Township, PA 15108     Made in Sweden  
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**Drug Facts (continued)**

**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
- begin using the gum on your quit day
- if you smoke your first cigarette more than 30 minutes after waking up, use 2 mg nicotine gum
- if you smoke your first cigarette within 30 minutes of waking up, use 4 mg nicotine gum 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

- 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 9 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 hiccups, heartburn, nausea or other side effects.
- do not use more than 24 pieces a day
- it is important to complete treatment. If you feel you need to use the gum for a longer period to keep from smoking, talk to your health care provider.

**Other information**

- each piece contains: calcium 94 mg, sodium 13 mg
- store at 20 - 25°C (68 - 77°F) • protect from light and humidity

**Inactive ingredients**  
acesulfame potassium, carnauba wax, D&C yellow #10 AL lake, edible ink, flavor, gum base, hypromellose, magnesium oxide, menthol, peppermint oil, polysorbate 80, sodium carbonate, starch, sucralose, titanium dioxide, xylitol

**Questions or comments?** call toll-free 1-800-419-4766 (English/Spanish) weekdays (9:00 am - 4:30 pm ET)

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Bullets	Font Name: Helvetica Neue 55 Roman	5 point type
Bullets on same lines: end of statement separated from bulleted statement by two ems		Yes
Spacing of the hair lines from edge of box – i.e. Minimum of 2 spaces either side of Drug Fact Box		Yes
Tracking	0	Horizontal Scale: 82% -100%
Leading (Minimum space in body copy of Drug Facts)	6.5 pt.	Maximum Characters/Inch: 30
Barlines	1 pt.	Hairlines 0.5 pt.
<b>Primary Display Panel Info</b>		
Font size of Net Wt/Contents (Smallest character height in inches)		.0859 in.
PDP dimensions (in square inches)		15.75 sq. in.
Font size of Statement of Identity (If not live text, to be measured in Helvetica capital "M")		V n/a H N/A
Font size of Logo/Largest Copy on PDP (If not live text, to be measured in Helvetica capital "M")		V 39.25 pt. H N/A
Ratio of Statement of Identity to Logo/Largest Copy on PDP		
Statement of Identity (pt.) (Divided by) Largest Logo Copy (pt.)		V n/a% H N/A

**PLACE THESE REMINDERS ON YOUR CALENDAR:**

AT THE BEGINNING OF WEEK #1 (QUIT DATE)

**STEP 1**  
1 piece every 1 to 2 hours

AT THE BEGINNING OF WEEK #7

**STEP 2**  
1 piece every 2 to 4 hours

AT THE BEGINNING OF WEEK #10

**STEP 3**  
1 piece every 4 to 8 hours

12 WEEKS AFTER QUIT DATE

**EX-SMOKER**

A Personal Invitation to Join brought to you by

**Nicorette Gum**

**FREE** INDIVIDUALIZED STOP SMOKING PLAN  
**COMMITTED QUITTERS**

**ENROLL NOW!**

To Enroll Call Now 1-800-770-0708 or enroll online at [www.committedquitters.com](http://www.committedquitters.com)

**Having a Plan Will Help You Quit**

Nicorette Committed Quitters is a FREE custom-tailored plan to help you break your psychological addiction to smoking — while NICORETTE fights the physical addiction. To get your plan, call toll free 1-800-770-0708 or visit us on the Web at [www.committedquitters.com](http://www.committedquitters.com).

**WHEN YOU CALL:** You will be asked a few questions to understand YOU and YOUR specific needs.

**AFTER YOU CALL:** In a few days, you will receive your custom-tailored stop smoking plan. You will continue to receive personal, custom-tailored support — six times during the next twelve weeks.

**Your Plan Will Contain:**

**Week 1** 12-week stop smoking plan

**Week 2** Newsletter with stories from other successful quitters

**Week 3** Motivational postcard

**Week 6** More tips on quitting

**Week 9** Congratulations Packet

**Week 12** Award Certificate

**The Committed Quitters® program is a plan specifically individualized for you.**

Call Between 7 am and 12 Midnight ET or enroll online 24 hours a day. (ONE PLAN PER CUSTOMER)

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Read and follow label directions ©2013 GlaxoSmithKline

**WALLET CARD**

**My most important reasons to quit smoking are:**

XXXXXX0000

# HOW TO USE NICORETTE GUM TO HELP YOU QUIT SMOKING.

## Nicorette®

### nicotine polacrilex gum 2 mg and 4 mg User's Guide Gum

**KEYS TO SUCCESS.**

- You must really want to quit smoking for Nicorette® Gum to help you.
- You can greatly increase your chances for success by using at least 9 to 12 pieces every day when you start using Nicorette Gum. See chart on back side of leaflet.
- You should continue to use Nicorette Gum as explained in this User's Guide for 12 full weeks. If you feel you need to use Nicorette Gum for a longer period to keep from smoking, talk to your health care provider.
- Nicorette Gum works best when used together with a support program — See information to the left for instructions on enrollment in the Committed Quitters® Individualized Stop Smoking Program.
- If you have trouble using Nicorette Gum, ask your doctor or pharmacist or call GlaxoSmithKline at 1-800-419-4766 weekdays (10:00 am - 4:30 pm ET).
- To request a free audio CD containing tips to help make quitting easier, call the toll free number listed above. (ONE CD PER CUSTOMER)

**SO YOU DECIDED TO QUIT.**

Congratulations. Your decision to stop smoking is an important one. That's why you've made the right choice in choosing Nicorette Gum. Your own chances of quitting smoking depend on how much you want to quit, how strongly you are addicted to tobacco, and how closely you follow a quitting program like the one that comes with Nicorette Gum.

**QUITTING SMOKING IS HARD!**

If you've tried to quit before and haven't succeeded, don't be discouraged! Quitting isn't easy. It takes time, and most people try a few times before they are successful. The important thing is to try again until you succeed. This User's Guide will give you support as you become a non-smoker. It will answer common questions about Nicorette Gum and give tips to help you stop smoking, and should be referred to often.

**WHERE TO GET HELP.**

You are more likely to stop smoking by using Nicorette Gum with a support program that helps you break your smoking habit. There may be support groups in your area for people trying to quit. Call your local chapter of the American Lung Association, American Cancer Society or American Heart Association for further information. Toll free phone numbers are printed on the Wallet Card on the bottom left of this User's Guide.

If you find you cannot stop smoking or if you start smoking again after using Nicorette Gum, remember breaking this addiction doesn't happen overnight. You may want to talk to a health care professional who can help you improve your chances of quitting the next time you try Nicorette Gum or another method.

**LET'S GET ORGANIZED.**

Your reason for quitting may be a combination of concerns about health, the effect of smoking on your appearance, and pressure from your family and friends to stop smoking. Or maybe you're concerned about the dangerous effect of second-hand smoke on the people you care about. All of these are good reasons. You probably have others. Decide your most important reasons, and write them down on the wallet card on the bottom left of this User's Guide. Carry this card with you. In difficult moments, when you want to smoke, the card will remind you why you are quitting.

**WHAT YOU'RE UP AGAINST.**

Smoking is addictive in two ways. Your need for nicotine has become both physical and mental. You must overcome both addictions to stop smoking. So while Nicorette Gum will lessen your body's physical addiction to nicotine, you've got to want to quit smoking to overcome the mental dependence on cigarettes. Once you've decided that you're going to quit, it's time to get started. But first, there are some important warnings you should consider.

**SOME IMPORTANT WARNINGS.**

This product is only for those who want to stop smoking. **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.

**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 your blood pressure.
- stomach ulcer or diabetes
- history of seizures

**Ask a doctor or pharmacist before use if you are**

- using a non-nicotine stop smoking drug
- taking a prescription medicine for depression or asthma. Your prescription dose may need to be adjusted.

**Stop 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
- you have symptoms of an allergic reaction (such as difficulty breathing or rash)

**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.

**LET'S GET STARTED.**

Becoming a non-smoker starts today. First, check that you bought the right starting dose. **If you smoke your first cigarette within 30**

**minutes of waking up, use 4 mg nicotine gum. If you smoke your first cigarette more than 30 minutes after waking up, use 2 mg nicotine gum.** Next, read through the entire User's Guide carefully. Then, set your personalized quitting schedule. Take out a calendar that you can use to track your progress, and identify four dates, using the reminders on the upper left side of this leaflet.

**STEP 1. (Weeks 1-6).**

**Your quit date (and the day you'll start using Nicorette Gum).** Choose your quit date (it should be soon). This is the day you will begin using Nicorette Gum to satisfy your cravings for nicotine. For the first six weeks, you'll use a piece of Nicorette Gum every hour or two. Be sure to read the HOW TO USE NICORETTE GUM section. Place the Step 1 reminder on this date.

**STEP 2. (Weeks 7-9).**

**The day you'll start reducing your use of Nicorette Gum.** After six weeks, you'll begin gradually reducing your Nicorette Gum usage to one piece every two to four hours. Place the Step 2 reminder on this date (the first day of week seven).

**STEP 3. (Weeks 10-12).**

**The day you'll further reduce your use of Nicorette Gum.** Nine weeks after you begin using Nicorette Gum, you will further reduce your nicotine intake by using one piece every four to eight hours. Place the Step 3 reminder on this date (the first day of week ten). For the next three weeks, you'll use a piece of Nicorette Gum every four to eight hours.

**End of treatment:**

**The day you'll complete Nicorette Gum therapy.** Identify the date thirteen weeks after the date you chose in Step 1, and place the "EX-SMOKER" reminder on your calendar.

**PLAN AHEAD.**

Because smoking is an addiction, it is not easy to stop. After you've given up cigarettes, you will still have a strong urge to smoke. Plan ahead NOW for these times, so you're not defeated in a moment of weakness. The following tips may help:

- Keep the phone numbers of supportive friends and family members handy.
- Keep a record of your quitting process. Track the number of Nicorette Gum pieces you use each day, and whether you feel a craving for cigarettes. In the event that you slip, immediately stop smoking and resume your quit attempt with the Nicorette Gum program.
- Put together an Emergency Kit that includes items that will help take your mind off occasional urges to smoke. Include cinnamon gum or lemon drops to suck on, a relaxing CD, and something for your hands to play with, like a smooth rock, rubber band, or small metal balls.
- Set aside some small rewards, like a new magazine or a gift certificate from your favorite store, which you'll give yourself after passing difficult hurdles.

Think now about the times when you most often want a cigarette, and then plan what else you might do instead of smoking. For instance, you might plan to take your coffee break in a new location, or take a walk right after dinner, so you won't be tempted to smoke.

**HOW NICORETTE GUM WORKS.**

Nicorette Gum's sugar-free chewing pieces provide nicotine to your system — that's why it's a temporary aid to help you quit smoking by reducing nicotine withdrawal symptoms. Nicorette Gum provides a lower level of nicotine to your blood than cigarettes, and allows you to gradually do away with your body's need for nicotine. Because Nicorette Gum does not contain the tar or carbon monoxide of cigarettes' smoke, it does not have the same health dangers as tobacco. However, it still delivers nicotine, the addictive part of cigarette smoke. Nicotine can cause side effects such as headache, nausea, upset stomach, and dizziness.

**HOW TO USE NICORETTE GUM.**

**If you are under 18 years of age, ask a doctor before use.** Before you use Nicorette Gum correctly you need to have to practice "chewing" Nicorette Gum. **Nicorette Gum isn't like ordinary chewing gum.** It's a medicine, and must be chewed a certain way to work to reduce your nicotine intake. Nicorette Gum won't work well and can cause side effects. An overdose can occur if you chew more than one piece of Nicorette Gum at the same time, or if you chew many pieces one after another. Read all the following instructions before using Nicorette Gum. Refer to them often to make sure you're using Nicorette Gum correctly. If you chew too fast, or do not chew correctly, you may get hiccups, nausea, or other stomach problems. Don't eat or drink for 15 minutes before using Nicorette Gum, or while chewing a piece. The effectiveness of Nicorette Gum may be reduced by some foods and drinks, such as coffee, juices, wine or soft drinks.

- Begin using Nicorette Gum on an hour on your quit day.
- Reduce craving and other withdrawal symptoms, use Nicorette Gum according to the dosage schedule on the back of this leaflet.
- Chew each Nicorette Gum piece very slowly several times.
- Stop chewing when you notice a peppery taste, or a slight tingling in your mouth. This usually happens after about 15 chewings, but may vary from person to person.
- "PARK" the Nicorette Gum piece between your cheek and gum, and leave it there.
- When the peppery taste or tingle is almost gone (in about a minute), start to chew a few times slowly again. When the taste or tingle returns, stop again.

**Nicorette**  
nicotine polacrilex gum  
2 mg and 4 mg User's Guide  
Gum

**WALLET CARD**

**WHERE TO CALL FOR HELP:**

American Lung Association  
1-800-586-4872

American Cancer Society  
1-800-227-2345

American Heart Association  
1-800-242-8721

**TIPS**

- Make sure you tell friends and family
- Use enough Nicorette Gum — at least 9 to 12 pieces per day.
- Stay active. Keep busy to take your mind off smoking.
- When an urge to smoke strikes, take a few deep breaths and remind yourself how important quitting is to you.

**GOOD LUCK!**

Discard your cigarettes, forgive yourself and then get back on a positive attitude, and enjoy your new life as a non-smoker.

**QUESTIONS & ANSWERS**

**1. How will I feel when I stop smoking and start using Nicorette Gum?**

These begin almost immediately after you stop smoking, and are usually mild. They may include some of the following symptoms:

- Increased appetite and weight gain
- Difficulty concentrating
- Changes in taste
- Increased irritability, restlessness, mood changes, nervousness
- Craving for cigarettes

**WHEN THE STRUGGLE IS OVER.**

Research shows that the best thing you can do is to try again. The important thing is to learn from your last attempt. Chewing it can help you learn from your last attempt. Research shows that the best thing you can do is to try again. The important thing is to learn from your last attempt. Chewing it can help you learn from your last attempt.

**WHAT TO EXPECT.**

Check how well you're doing. Don't let them catch you off guard. Plan ahead for these difficult times. Concentrate on the ways non-smokers are more attractive than smokers. Their skin is less likely to wrinkle. Their teeth are whiter, cleaner. Their breath is fresher. Their hair and clothes smell better. That's right! Nicorette Gum helps you be more attractive than smokers. Their skin is less likely to wrinkle. Their teeth are whiter, cleaner. Their breath is fresher. Their hair and clothes smell better. That's right! Nicorette Gum helps you be more attractive than smokers.

**DO NOT USE MORE THAN 24 PIECES PER DAY.**

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

**WALLET CARD**

**My most important reasons to quit smoking are:**

XXXXXX0000

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**My most important reasons to quit smoking are:**

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**This is a representation of an electronic record that was signed electronically and this page is the manifestation of the electronic signature.**

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/s/  
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JANICE ADAMS  
09/30/2015

VALERIE S PRATT  
09/30/2015