

CONFUSION ABOUT NICOTINE MAY STOP SMOKERS FROM KICKING THE HABIT

Over two thirds of smokers incorrectly believe that using nicotine replacement therapy (NRT) products like NiQuitin to stop smoking, is just as harmful as cigarettes, and this misunderstanding may even be stopping them from getting the support they need to successfully quit. NiQuitin helps smokers by reducing their nicotine cravings and doubling their chances of quitting smoking successfully compared to willpower alone. NiQuitin Patches, Lozenges and Mint Gum are stop smoking aids. Contain nicotine. Requires willpower. Always read the label.

London, England (PRWEB) Monday, June 09, 2008 -- Over two thirds of smokers incorrectly believe that nicotine replacement therapy (NRT) products, like NiQuitin, are just as harmful as cigarettes, and this misconception may even be stopping them from getting the support they need to give up smoking. Quitting smoking cold turkey can be quite a shock to the body and can make quitters more likely to fail than if they were to use a product with therapeutic nicotine, like NiQuitin. This is because when people smoke their brains grow more receptors that thrive on nicotine. When a smoker quits, these receptors demand the nicotine they are missing, causing a smoker to crave cigarettes. NiQuitin products help smokers, by reducing their cravings, to double their chances of quitting smoking successfully, compared to willpower alone.

Quitting smoking can be difficult. Smokers must address both their smoking habits and their addiction to nicotine. NiQuitin contains therapeutic nicotine that effectively helps to reduce cravings by replacing some of the nicotine a quitter is used to getting from cigarettes, but without the other chemicals and gasses that are found in cigarette smoke – around 60 of which can cause cancer. Therapeutic nicotine products, like NiQuitin, help quitters gradually wean their receptors off nicotine, to help keep their willpower strong.

Jennifer Percival, Royal College of Nursing Tobacco Policy Advisor said; "It's not easy to give up smoking and because many people don't understand that nicotine is not harmful, quite a lot of smokers attempt to quit using willpower alone.

Unfortunately, only three per cent of smokers who rely on willpower alone will successfully quit. With the right support and treatment quitters can help double their chances of success."

NiQuitin stop smoking aids effectively reduce nicotine cravings, so quitters can wean their receptors off gradually, helping them to stay off cigarettes for good. Those interested in stopping smoking can log on to www.NiQuitin.co.uk where they will find useful tools and resources, and a free, personalised stop smoking plan, that can help smokers quit.

Ian Boardman, ex-smoker said; "Using NiQuitin when I was quitting was a massive help and I'm not sure if I would have come this far if it wasn't for the lozenges. I quit with a mate, who offered me huge support, but combined with the lozenges, it's got to improve your chances of quitting successfully and for good. Popping one of these in my mouth when I get that urge for a cigarette...takes away my craving and puts my mind on something else, which is very important."

Smokers planning to quit can sign up here for their free Click2Quit support plan to help them stop smoking:

<http://www.NiQuitin.co.uk/quit-smoking-plan/best-plan>.

Smokers intending to stop can also join a community of quitters to share their experiences at the NiQuitin discussion board here: <http://www.niquitin.co.uk/stop-smoking-community/discussion>.

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NiQuitin and Click2Quit are registered trade marks of the GlaxoSmithKline group of companies.