

THE MIND GAMES SMOKERS PLAY WHEN TRYING TO QUIT REVEALED IN NEW SURVEY

New NiQuitin® Pre-Quit™ Lozenges Launched To Help Smokers Address Their Internal Struggle By Easing Into Quitting

New research results, which delve into the mind of smokers, are launched today, lifting the veil of nicotine addiction to understand the thoughts, anxieties and fears of the British smoker. The study, conducted on behalf of NiQuitin, shows that even smokers who are keen to kick the habit are torn between the benefits of giving up and the allure of cigarettes. Of the 66% who said they wanted to quit but hadn't set a date, 61% then went on to say that they enjoyed smoking and part of them didn't want to quit, highlighting the inner conflict of smokers.

The Government are investing heavily in smoking cessation services and educating smokers about the benefits of quitting smoking. However, we need to do more to help people find the best way to quit with or without Nicotine Replacement Therapy (NRT). Of those smokers who had tried and failed to quit before, only 53% had tried to do so with the support of NRT. Many don't realise that they are twice as likely to quit smoking with NRT compared to willpower alone; so using NRT with their own commitment could lead to a more successful quit attempt.

Some experts believe that the problem lies in people not understanding enough about the psychology behind their dependency. Gay Sutherland, Research Psychologist at the National Addiction Centre, Kings College Hospital comments, "Most smokers imagine wanting to give up smoking but many do not take action and this is because they are not in the right mind set to quit. Understanding their specific relationship with cigarettes will help the smoker find the best way to quit for them and is more likely to result in a successful quit."

Almost two thirds (61%) of British smokers were afraid of giving up all of their cigarettes at once and over a third (36%) said they had failed to quit before because their cravings were too strong to resist. Understanding that giving up all cigarettes at once can be a daunting experience for many smokers, NiQuitin has launched new Pre-Quit Lozenges to help these quitters. NiQuitin Pre-Quit Lozenges have a unique short-term, structured

reduction programme that can help smokers to cut down the number of cigarettes they smoke before stopping completely, on a pre-determined quit date.

Smokers follow the NiQuitin Pre-Quit programme for a period of between two to six weeks, first cutting out the easiest cigarettes, and then the harder in the run-up to a target quit date. Cutting down before quitting can help people build the confidence they need before their final quit date. Three quarters (74%) of those surveyed said they would be likely to try something that helped them to quit gradually, and with NiQuitin Pre-Quit they can.

Reinforcing the need for help and support, the study revealed that almost two thirds (59%) of British smokers have attempted to quit at least twice or more. Of those who had tried to quit before 44% said that nothing they had tried helped in times of stress, with women's results much higher at 53%. When it came to the reasons behind previous failed attempts men tended to be influenced more by alcohol than women (24% to 16% respectively), whereas both sexes agreed that lack of willpower (48%) was also a strong factor.

As many smokers will realise, smoking is a habit as well as an addiction and there are always those cigarettes that are harder to give up than others. The NiQuitin survey showed that it is difficult to break from routine - a quarter of those surveyed said that the most difficult cigarettes to give up would be, either after they woke up (25%) or after meals (26%).

For the younger smokers surveyed the cigarettes smoked whilst socialising would prove most difficult to give up – whilst for the older smoker it was the one after mealtimes that would be the hardest. NiQuitin understands that even if you want to quit gradually not all smokers are the same and the Pre-Quit short-term, structured reduction programme allows people to choose which cigarettes to cut out first, followed by those that are hardest in the run up to the agreed quit date."

To provide support for all smokers, NiQuitin have also developed a Step by Step Guide, "*Quit Smoking Your Way*", to help smokers understand the psychology behind their habits and dependency better, and identify ways to help them quit smoking. The guide can be downloaded from www.Click2Quitguide.com, where quitters can also receive a tailored

quit plan as well as ongoing support via e-mail or text message and discover the myths and truths about nicotine.

NiQuitin Pre-Quit 4 mg Lozenges are available in packs of 36: RSP £8.03 available from most pharmacies and supermarkets nationwide.

NiQuitin appreciates that different quitters will have different needs during key points of their quit journey and have developed a range of products and support services to help at each point.

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All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1214 adults. Fieldwork was undertaken between 23rd - 27th February 2009. The survey was carried out online. The figures have been weighted and are representative of all GB adults (aged 18+).

Notes to Editors:

If you smoke, receptors in your brain can become dependent on nicotine, and it is these 'nicotine-hungry' receptors that can cause you to crave cigarettes when you try to quit. NiQuitin replaces the nicotine from cigarettes with therapeutic nicotine to help deal with the cravings. This allows you to concentrate on changing your habits. By using a Step-Down Programme, you reduce the amount of nicotine until you no longer need any.

NiQuitin Pre-Quit Lozenges are a stop-smoking aid that contain nicotine and require willpower. Always read the label.

For more information about NiQuitin, please visit <http://www.niquitin.co.uk/>

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