

# QUIT Protocol

Helping your patients  
quit smoking for good



Smoking cessation is the single most powerful preventive intervention in clinical practice



8 out of 10 people who smoke want to reduce or quit.<sup>1</sup>

Only 4%

of patients succeed in quitting without smoking cessation support.<sup>2</sup>

85%

of patients would appreciate their physician raising the topic of smoking cessation.<sup>13</sup>

Guide the conversation around smoking with QUIT

**Question** your patient's smoking status and readiness to quit

**Understand** the optimal strategy for your patient

**Initiate** the nicotine replacement therapy (NRT) regimen for your patient's quit strategy

**Tailor** follow-ups to your patient's needs and progress

# NICORETTE® QUIT in four steps

## Step 1. Question your patient's smoking status and readiness to quit

Get to know your patient's smoking behaviour and their willingness to quit. If they are not ready yet, show support for when they decide to start their quit journey.

Example questions:

*"Have you smoked in the last 30 days?"*

*"Would you like any help to stop or reduce your smoking?"*

## Step 2. Understand the optimal strategy best suited for your patient

Providing an optimal strategy involves understanding your patient's relationship with smoking, including:

- How frequently they smoke
- Cravings and how fast they want relief
- The time of day they smoke
- Desired quit date

### Pick a strategy

Is your patient...	Strategy	Target quit date
Looking to stop smoking early and/or motivated to make a change today?	Quit today with NICORETTE®	30 days or less
Not ready to fully commit to quitting but is looking to change?	Reduce to Quit® with NICORETTE®	30 to 180 days
Making their first attempt to quit or feeling unsure about committing to a change?	Reduce with NICORETTE®	180 days or unconfirmed date



If the first cigarette is used in less than 30 minutes of waking, the patient may require a higher NRT dose with more support to reduce or quit smoking.<sup>4</sup>

## Step 3. Initiate the NRT regimen for your patient's quit strategy

### Consider combination therapy for fast, long-lasting relief

#### NICODERM®

Provides background nicotine substitution.  
Mimics the constant, lower levels of  
nicotine throughout the day.



#### NICORETTE®

Relieves breakthrough cravings.  
Supplies peak levels of nicotine  
instead of a cigarette.

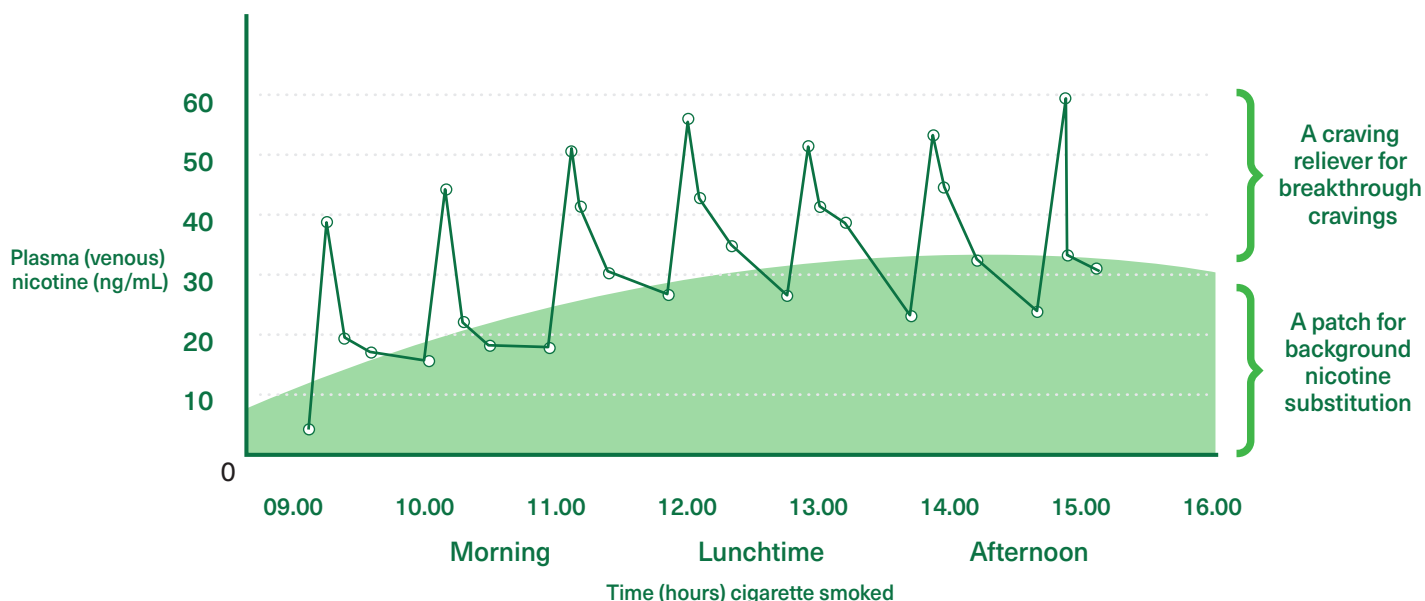
Combination therapy



is **30% more effective** than using  
one NRT product alone.<sup>5</sup>

**NICODERM® + NICORETTE®** are the 1<sup>st</sup> and only NRTs authorized  
for use in combination.<sup>5-9</sup>

Combination therapy (patch + oral NRT) enables coverage of both peak  
and trough levels of nicotine<sup>12</sup>



Adapted from Russell MAH, et al., 1976.

# Using combination NRT for your strategy

## QUIT TODAY with NICORETTE®



Set target quit date in the next 30 days.



On target quit date, stop smoking and begin combination NRT (NICODERM® patch + a NICORETTE® agent).



Adjust dosing based on cravings, withdrawal symptoms and personal preference.



Extend duration of NRT as necessary to prevent relapse. This may require at least 12 weeks of therapy.

## REDUCE TO QUIT® with NICORETTE®



Set target quit date between the next 30 to 180 days.



On the start date, begin combination NRT (NICODERM® patch + a NICORETTE® agent).



Reduce frequency of smoking.



Adjust dosing based on cravings, withdrawal symptoms and personal preference.



Extend duration of NRT as long as necessary to prevent relapse as they continue to reduce the number of cigarettes to zero. This may require at least 24 weeks of therapy.

## REDUCE with NICORETTE®



Set target quit date within the next 180 days.



On the start date, begin combination NRT (NICODERM® patch + a NICORETTE® agent).



Reduce frequency of smoking.



Adjust dosing based on cravings, withdrawal symptoms and personal preference.



Move to REDUCE TO QUIT® strategy if patient decides to quit.



Your patient's chances of stopping smoking are 5 times higher with NRT + support vs with willpower alone.<sup>3</sup>

# Choose the correct product and dose

1 mg of NRT is needed for every cigarette smoked (1 cigarette = 1–2 mg of nicotine)<sup>10</sup>

Pick the right Nicoderm® Patch for 24-hour craving control based on cigarette use (21mg patch for >19 cigarettes/day; 14 mg for 10–19 cigarettes/day; 7mg patch for <10 cigarettes/day)

## NICODERM® Patch



**Step 1**  
21 mg

**Step 2**  
14 mg

**Step 3**  
7 mg

Patients should not exceed 1 patch daily.  
See product insert for full details.

For patients looking for:

• On-the-go use • Discreet relief • All day control

In case strong cravings return, consider having your patients stay on Step 3 for an additional two weeks, if needed.



Pair with a Nicorette® product for fast relief of breakthrough cravings

## NICORETTE® Quickmist®



1 spray every 1–2 hours as needed

Patients should not exceed 2 sprays at a time or 4 sprays per hour or 64 sprays per day.  
See product insert for full details.



Starts to relieve cravings in 30 seconds!

For patients looking for:

• Fast relief • On-the-go use • Range of flavours

NICORETTE® oral formats can be used as required after the discontinuation of NICODERM® Patch.



## NICORETTE® Gum



1 piece of gum every 1–2 hours as needed

Patients should not exceed 20 pieces of gum per day.  
See product insert for full details.

For patients looking for:

• Fast relief • On-the-go use • Range of flavours

NICORETTE® oral formats can be used as required after the discontinuation of NICODERM® Patch.



## NICORETTE® Lozenge



1 lozenge every 1–2 hours as needed

Patients should not exceed 15 lozenges per day.  
See product insert for full details.

For patients looking for:

• On-the-go use • Range of flavours • Discreet relief

NICORETTE® oral formats can be used as required after the discontinuation of NICODERM® Patch.



## NICORETTE® Inhaler



Use as needed. 1 cartridge = 20 minutes of puffing.

Patients should not exceed 12 cartridges per day.  
See product insert for full details.

For patients looking for:

• Fast relief • On-the-go use • Hand-to-mouth action

NICORETTE® oral formats can be used as required after the discontinuation of NICODERM® Patch.

Visit Kenvue Pro for more smoking cessation tools, resources and samples



## Step 4. Tailor follow-ups to your patient's needs and progress

It is important to schedule at least two follow-up appointments, either by phone, text or email, to monitor your patient's progress with treatment:

- **First follow-up:** Within the first week of treatment
- **Second follow-up:** Within or at 4 weeks

Your patient's chances of quitting for good is **9x higher** by being smoke-free for the first week.<sup>11\*</sup>

### Follow-up tips



- Increase the dose of the NICODERM® patch if cravings to smoke persist
- Consider a NICORETTE® product with different strengths or increase the NICODERM® patch dose if cravings continue
- Consider a different NICORETTE® product to help manage side effects
- Remind patients to stay on therapy for the minimum duration (e.g., 12 weeks for the Quit today strategy)
- Individualize the NICORETTE® dose upon patient need
- Reassure patients that relapses of smoking are normal – most frequently occur within the first few weeks of quitting

\*Vs non-abstinent individuals.

# Your patient's strategy may change over time

As your patient progresses through their journey, they may be interested in other strategies. Depending on where they are, consider advancing them through the QUIT ladder to help them stop smoking for good.



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