

Thinking about  
quitting smoking?



Helping you **stay healthy**  
through our  
**Healthy Breathing® Program**



[www.aetnaushc.com](http://www.aetnaushc.com)

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According to the U.S. Surgeon General,<sup>1</sup> the following are benefits of quitting smoking:

- Living longer! People who quit smoking live longer than people who continue to smoke.
- Smokers who quit before age 50 have half the risk of dying in the next 15 years compared with those who continue to smoke.
- Quitting smoking reduces the risk of lung cancer, chronic lung disease, heart attack and stroke.
- Women who quit smoking before pregnancy or during the first few months of pregnancy reduce the risk of having low-birth-weight babies compared to women who have never smoked.

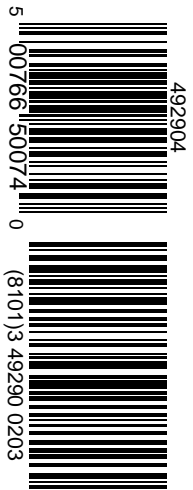
<sup>1</sup>The Surgeon General's 1990 Report on the Health Benefits of Smoking Cessation. Executive Summary. *Morbidity and Mortality Weekly Report*. Oct. 1990;12: i - xv, 1-12.

Purchase Nicorette or Nicoderm CQ and enroll in *Committed Quitters*.

MANUFACTURER COUPON      EXPIRES 2/28/03

**SAVE \$5.00**

ON ANY NICORETTE<sup>®</sup> Nicotine Gum  
OR NICODERM<sup>®</sup> CQ<sup>®</sup> Nicotine Patch PRODUCT



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Use the attached \$5 coupon to purchase the Nicorette Nicotine Gum 2 mg or 4 mg Starter Kit or Nicoderm CQ Nicotine Patch Step 1 or 2 at your local pharmacy. (You must buy these exact products to access the *Committed Quitters* program.)

**Redeemable at food, drug and mass merchandise stores.**  
CONSUMER: Only one coupon per purchase of specified product. You pay sales tax. RETAILER: You are authorized to act as our agent and redeem this coupon pursuant to GlaxoSmithKline Consumer Healthcare Coupon Redemption Policy, available on request. Provided you have received the coupon from a consumer purchasing the specified product, we will reimburse you for the face value plus 8¢ handling. Void where prohibited. Cash value 1/100 of 1¢. Send coupons to: GlaxoSmithKline Consumer Healthcare, P.O. Box 980696, El Paso, Texas 78988-0696.  
Read and follow label directions.  
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**The Healthy Breathing Program from Aetna U.S. Healthcare® provides access to GlaxoSmithKline's *Committed Quitters*® smoking-cessation services.**

If you are a smoker who has decided to quit, congratulations! If you haven't, you should consider it.

Quitting smoking is one of the most important steps you can take to improve your health. You should discuss your desire to quit with your physician. Millions of people successfully quit smoking each year, and the Healthy Breathing Program can help you become one of them.

**Thinking of quitting? Nicorette® Nicotine Gum, NicoDerm® CQ® Nicotine Patch and the *Committed Quitters* program may help!**

A panel of 100 professionals reviewing 300 clinical studies found that nicotine-replacement therapy (NRT) and behavioral support are **particularly effective treatment strategies**.<sup>2</sup> If you are serious about quitting, the combination of **Nicorette Nicotine Gum** or **NicoDerm CQ Nicotine Patch** (both NRTs) and the ***Committed Quitters*** program may help you break your smoking habit.

According to GlaxoSmithKline, Nicorette Nicotine Gum and NicoDerm CQ Nicotine Patch have been clinically proven to help reduce physical cravings and other

withdrawal symptoms. And the *Committed Quitters* program provides tailored materials with customized mailings directly to your home, helping improve your chances for success. In fact, **clinical studies have demonstrated that *Committed Quitters* can increase quit rates by up to 50 percent over use of Nicorette Nicotine Gum alone and up to 26 percent over use of NicoDerm CQ Nicotine Patch alone.**<sup>3</sup>

*Committed Quitters* services are designed to help smokers deal with the psychological addiction to smoking. When you call the *Committed Quitters* 1-800 enrollment number, found in boxes of Nicorette Nicotine Gum and NicoDerm CQ Nicotine Patch, **materials will be developed just for you**, based upon the information you provide in the enrollment survey. Customized materials will be mailed to your home over the following 8 to 12 weeks with strategies for you to:

- stay motivated
- gain support of family and friends
- cope with stress
- use Nicorette Nicotine Gum or NicoDerm CQ Nicotine Patch safely and effectively
- avoid tempting situations
- help prevent weight gain
- control cravings
- deal with relapse

**Ready to start?**

Please ask your physician about whether nicotine-replacement is right for you and, if so, which product you should use. Here are some issues to discuss with your physician:

Which nicotine-replacement product is right for you?
<b>Nicorette Nicotine Gum</b> <b>For people who:</b> <ol style="list-style-type: none"><li>1. Smoke at irregular intervals (such as more at night).</li><li>2. Want individual control of cravings.</li><li>3. Want something to chew.</li></ol>
<b>NicoDerm CQ Nicotine Patch</b> <b>For people who:</b> <ol style="list-style-type: none"><li>1. Smoke at regular intervals (such as once every 1/2 hour).</li><li>2. Want once-a-day convenience.</li><li>3. Prefer not to chew gum.</li></ol>

**Purchase Nicorette Nicotine Gum or NicoDerm CQ Nicotine Patch and enroll in *Committed Quitters*.**

1. Use the attached \$5 coupon to purchase the Nicorette Nicotine Gum 2 mg or 4 mg **Starter Kit** or NicoDerm CQ Nicotine Patch **Step 1 or 2** at your local pharmacy. **(You must buy these exact products to access the *Committed Quitters* program.)**

2. Call the *Committed Quitters* 1-800 number found inside the box. Following a greeting, you will be given a menu of options. **Press #4 for “prompt from health insurance provider.”**
3. When asked, supply the **personal code (from insert in product box)** and your **Aetna U.S. Healthcare member identification number** to help us gain important enrollment data.
4. Please consider giving *Committed Quitters* permission to let Aetna U.S. Healthcare know you have enrolled in this program. This will allow for ongoing support and encouragement by Aetna U.S. Healthcare. (This will not affect your health insurance premiums in any way.) You are not required to release this information.

**You can also enroll in *Committed Quitters* online at [www.committedquitters.com](http://www.committedquitters.com) after your purchase.**

**If you are serious about quitting, Aetna U.S. Healthcare's Healthy Breathing Program and the *Committed Quitters* smoking-cessation services can help. There is no better time to quit than today!**

<sup>2</sup>U.S. Department of Health and Human Services, *Smoking Cessation*, Agency for Health Care Policy and Research, Clinical Practice Guideline, Number 18, Number 96-0694, April 1996.

<sup>3</sup>“Real World Efficacy of Computer-Tailored Smoking Cessation Material as a Supplement to Nicotine Replacement Therapy,” presentation at 10th World Conference on Tobacco and Health, August 24, 1997, Beijing, China by S. Shiffman. Data on file with GlaxoSmithKline.

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