



PRESS RELEASE

WORLD'S FIRST AND ONLY RUN TO PROMOTE SMOKING CESSATION LAUNCHED IN SINGAPORE

Smokers committed to quitting, ex-smokers, and their supporters will be coming together in Singapore this September, in the world's first and only run to promote smoking cessation, as part of the **2010 Nicorette Quitters Campaign**.

Recognising that smokers face different challenges, the **Nicorette Quitters Campaign** is aimed at helping individuals overcome the physiological, psychological and behavioural issues of trying to quit smoking through a customised, personally guided and structured support programme. The campaign culminates in the *Nicorette Quitters Run* on 18 September 2010, to celebrate their courage and success in embarking on this very challenging personal quest.

A unique and holistic approach, the programme is based on scientific principles developed by experts of smoking cessation and behavioural therapy to give smokers the best possible chance of succeeding at their own pace. This includes personal counselling on the psychological and behavioural dependence of smoking by a certified quit counsellor from Guardian Pharmacy, as well as physical training to prepare for the *Nicorette Quitters Run* at special Run Clinics. Participation is free and open to smokers of all ages.

Central to the programme is the daily support and advice that participants will receive through a dedicated **Nicorette Quitters Campaign** site www.nicorettequitters.com.sg, which allows participants to update and monitor their progress by recording their cigarette usage, stress levels, cravings and savings to date. As part of the motivation to stay on the path of smoking cessation, participants will be able to share their inspirations and trials and tribulations of trying to quit with other smokers, as well as receive encouragement from friends, family members and supporters of the campaign online. They will also be able to access daily quit tips to keep them focused on their journey.

Providing the encouragement and support to get smokers started on their journey to smoking cessation, the **Nicorette Quitters Campaign** ends with the world's first and only run to promote smoking cessation, the *Nicorette Quitters Run*, a symbolic journey of this personal achievement.

Participation in the Run takes mental determination, physical endurance, motivation and emotional support to get to the end, where the desire to just give up can sometimes be very strong, which is exactly what smokers go through during their quit attempt. The *Nicorette Quitters Run* is ultimately a celebration of the smoker's commitment to stop smoking, a personal and challenging achievement which is shared with others who have been on the same journey, as well as with family and friends that have been there supporting them through it.

Registration for the **Nicorette Quitters Campaign** starts from 28 June 2010 and can be done online via www.nicorettequitters.com.sg and at selected Guardian Pharmacies. Participation is free.

Nicorette Quitters Run

The *Nicorette Quitters Run* is on Saturday, 18 September 2010 at East Coast Park, which will start off from Playground at Big Splash at 7.00am. The Run is open to all participants, their friends, families and the general public, who can register for a 7.5 km run on www.nicorettequitters.com.sg. A token registration fee of S\$10.00 is payable, which will be donated to the Singapore Cancer Society, and each participant will also receive an official Nicorette Quitters Run Pack.

Notes to Editor:

About Nicotine

- Nicotine is a natural substance derived from the tobacco (*Nicotiana*) plant. It belongs to a group of chemical compounds called alkaloids.
- Nicotine is the addictive element in a cigarette; there is no evidence that nicotine causes cancer nor is it a significant risk factor for cardiovascular events.

- Cigarette smoke contains more than 4000 chemical compounds. Many of these compounds are toxic and it is these other toxins in cigarette smoke which are responsible for the majority of harmful effects such as cancer and heart disease. Up to 81 compounds in cigarette smoke are known to be carcinogenic.
- Nicotine in tobacco smoke is delivered into the lungs and absorbed into the blood – reaching the brain within ten seconds. This causes the brain to produce a substance called dopamine that regulates emotions and feelings of pleasure.
- In smokers, the brain comes to expect regular doses of nicotine and suffers withdrawal symptoms if these are not delivered – causing dependence. Cigarettes are designed to maximise this addictive potential.

About Nicotine Replacement Therapy (NRT)

- Unlike cigarettes, Nicotine Replacement Therapy has been designed to help smokers overcome their addiction to nicotine.
- NRT, such as NICORETTE[®], provide a smaller dose of therapeutic nicotine than smokers normally get from a cigarette but enough to help beat the cravings they get when they stop smoking.
- Smokers have been shown to be twice as likely to stop smoking using NRT than with willpower alone.¹⁻³
- NRT has been researched extensively and used effectively in millions of smokers over the last 30 years.⁴

About NICORETTE[®]

- The makers of NICORETTE[®] appreciate that every smoker is different and have designed a wide range of products to work in combination with willpower to give smokers the support they need to help free themselves from cigarettes.
- NICORETTE[®] options available in Singapore include Gum, Patch and Inhaler.

References:

1. Garvey AJ et al. Effects of nicotine gum dose by level of nicotine dependence. *Nicotine & Tobacco Research* 2000; 2:53–63.
2. Sachs DPL et al. Effectiveness of a 16-hour transdermal nicotine patch in a medical practice setting, without intensive group counselling. *Archives of Internal Medicine* 1993; 153:1881–90.
3. [U.S Department of Health and Human Services](#) Clinical practice guideline. Treating tobacco use and dependence: 2008 Update. Public Health Service, May 2008.
4. McNeil AB Data on file.

Issued by:
On behalf of:

Dunbar•Jones & Associates
Johnson & Johnson Pte Ltd

For more information, contact:

Shawn Galistan / Coleen Tan
Dunbar•Jones & Associates
1 Goldhill Plaza
#03-45 Podium Block
Singapore 308899

Tel: (65) 6356 2830

Fax: (65) 6254 8971

Email: sgalistan@dunbarjones.com.sg
ctan@dunbarjones.com.sg