

A Truly White Wedding—How To Quit Smoking Before The Big Day And Brighten Your Smile In The Process

(NAPSA)—Flowers? Check. Music? Check. Cameraman? Check. Quit smoking? If you are a smoker who is looking to quit before the big day, trying to quit smoking may be an added stressor to your planning. There is support that can help with your attempt and brighten your smile before the wedding day.

Smokers who are getting married can find motivation to quit with a first-of-its-kind stop-smoking gum that helps whiten teeth as you quit. Nicorette White Ice Mint is the first stop-smoking aid with a whitening benefit that helps a smoker manage tough cravings and withdrawal symptoms while quitting and also helps whiten teeth in the process. A survey, commissioned by the marketers of Nicorette, found half (49 percent) of smokers surveyed say the yellowing of their teeth strongly contributes to their decision to quit smoking. Further, 68 percent of younger smokers (under the age of 35) are especially concerned about the effects of smoking on their teeth, and more of them (82 percent) want to quit smoking because of it.

“What is interesting about this survey is that while smokers are well aware of the health risks, appealing to their vanity may

actually help to push them into action and to decide to quit,” said Dr. Catrise Austin, founder and director of VIP Smiles in New York City and “dentist to the stars.” “As a cosmetic dentist, I’ve seen firsthand the impact smoking has on the appearance and health of a person’s teeth. I’m thrilled to have a new option to discuss with my patients. Nicorette White Ice Mint controls cravings and can help whiten their teeth at the same time.”

According to the survey, 42 percent of smokers are still trying to quit on their own without help. Yet smokers are twice as likely to be successful if they use therapeutic nicotine rather than quitting cold turkey. Therapeutic nicotine, such as Nicorette White Ice Mint, not only provides smokers with the help they need to kick their smoking habit, but the product’s whitening benefit can help strengthen motivation, aiding in a successful attempt at quitting smoking.

Before the wedding march starts playing, Nicorette White Ice Mint gum may be just what couples need to finally take the first step toward quitting smoking before the big day. Smokers interested in quitting can visit www.nicorette.com for more information.