

HEALTH ALERT!

New Medicine Helps Smokers Quit

(NAPSA)—There are 45 million adult smokers in the U.S. Close to 70 percent of them say they want to quit. But it is tough for most people to quit. This is largely because of nicotine—one of the main chemicals in cigarettes. It is very addictive.

Now, there's a new drug called CHANTIX™ (varenicline). CHANTIX was developed to help people quit smoking. In two studies, about 44 percent of patients who took CHANTIX (1 mg twice a day) quit smoking by the end of the 12 weeks of treatment. About 30 percent of patients who took bupropion SR (150 mg twice a day) quit after 12 weeks. And about 18 percent who took a sugar pill quit by the end of the same 12-week treatment period.

"It is tough to quit smoking. This is largely due to nicotine addiction. It often takes smokers a number of times before they're successful," says Mitchell Nides, Ph.D., a smoking cessation specialist. "The approval of CHANTIX offers new hope to those who've tried without success in the past. It may help those who've never tried to quit as well."

Most smokers will try to quit 6 to 9 times in their lifetime. Few are able to quit "cold turkey." Literature shows that changing the behavior that triggers smoking—plus medicine—can increase the odds of quitting.

People who take CHANTIX can

enroll in a unique support plan. They can get tips on how to manage cravings and change their behavior. This plan is offered by Pfizer to CHANTIX patients at no extra cost.

"As a researcher and clinician who has worked with thousands of smokers trying to quit, I'm very excited about CHANTIX," says Nides. "My hope is that it will help many people quit smoking."

Smokers who want to quit should talk to their doctor. There are treatments and support plans that can help.

Important Product Information:

CHANTIX is indicated as an aid to smoking cessation treatment in adults.

The most frequently reported adverse events (>10 percent) with CHANTIX were nausea, headache, insomnia, and abnormal dreams.

Nausea was reported by approximately 30 percent of patients treated with CHANTIX (1 mg twice a day), with approximately a 3 percent discontinuation rate during 12 weeks of treatment. Nausea was generally described as mild or moderate and often transient, although for some patients it persisted over the course of treatment.

For full prescribing information, patients and health care providers can go to www.CHANTIX.com or call 1-877-CHANTIX to learn more about CHANTIX. 