

Nicor
metronidazole hydrochloride/nicotine
suspension 300 mg/20mg/100mL

Quit. For Life.

PROOF

As with all smoking-cessation treatments, Nicor is most effective when combined with a program of therapy and support. Due to health

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risks, you cannot continue smoking while undergoing treatment. Nicor therapy is not for everyone. Please consult your physician before beginning any smoking-cessation therapy.

Pharm Co
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July 1998

Tom,
HERE ARE MY
COMMENTS. LET
THE DESIGN TEAM KNOW.
PHD

You FORGOT ADDRESS, 1-888 #, AND

"NO POSTAGE NECESSARY"

Quit.

Nicor is a smoking-cessation treatment. It fulfills your body's craving for nicotine while simultaneously reducing that craving. Over time, your addiction to nicotine will be broken.

Nicor is administered intravenously ^{DURING} over a period of thirty minutes. Three such treatments, with two weeks between each treatment, are required for Nicor to be effective.

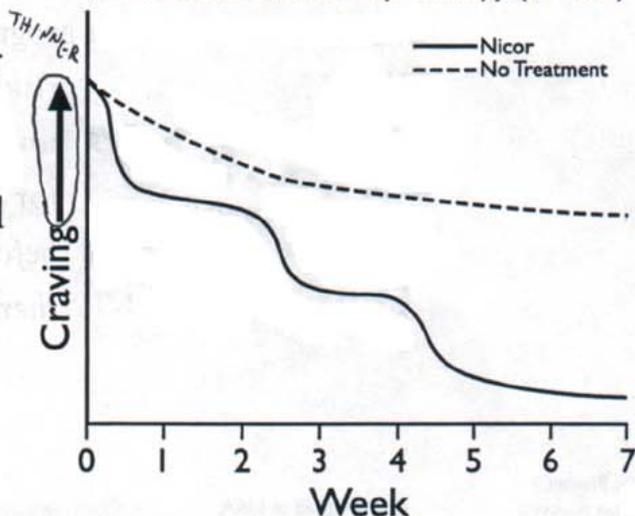
PROOF

For Life.

Properly administered, Nicor can reduce your craving for cigarettes. Nicor therapy has been shown to be five times as effective as quitting ^{REPHRASE} "cold turkey" and three times as effective as the nicotine patch.

Too much
WHITE SPACE

Severity of Craving by Treatment in the Two Clinical Trials with Concurrent Group Therapy (N=612)



Yes! I'm interested in finding out more about Nicor[®].

SMALLER

Please send me more information.



Name _____

Address _____ Apartment # _____

City _____ State _____ Zip _____

Phone _____

Fax _____

e-mail _____