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## Why is Smoking Hard to Quit?

### Nicotine

Nicotine, a chemical found in Tobacco and cigarette smoke, stimulates and rewards the brain. With more Nicotine exposure, the brain becomes more dependent on Nicotine. A decrease in daily Nicotine when you quit smoking leads to irritability, cravings, and withdrawal.

### Habit

Many people smoke as part of their daily routine. Quitting smoking means changing the routine.

### Triggers

Familiar surroundings can trigger a desire to smoking just as seeing food can trigger hunger.

Ohmar Coughlin  
University of Minnesota  
Medical School

So, You Want to  
Quit Smoking?



Daily Medications for  
Smoking Cessation



## Which Medication is Right for You?

### Chantix (Varenicline)

#### How it Works

Chantix mimics the effects of Nicotine in the brain to lessen Tobacco cravings and Nicotine dependence.

#### Treatment

- 12 Weeks of Treatment
- Twice Daily
- No Smoking after 1 week
- No Nicotine Patch/Gum

#### Effectiveness

After 12 weeks, 1 in 2 patients taking Chantix had stopped smoking compared with 1 in 5 patients taking a placebo.

### Zyban (Bupropion)

#### How it Works

Zyban blocks the effects of Nicotine in the brain to lessen Tobacco cravings and Nicotine dependence.

#### Treatment

- 7-12 Weeks of Treatment
- Twice Daily
- No Smoking after 10 Days
- Optional Nicotine Patch/Gum to help

#### Effectiveness

After 12 weeks, 1 in 3 patients taking Zyban had stopped smoking compared with 1 in 5 patients taking a placebo.

## Other Options to Help Quit Smoking

### 'Cold Turkey'

Some people can quit smoking without any additional help. Others may step-down their Nicotine use gradually to lessen withdrawal symptoms.

### Nicotine Gum

Nicotine Gum provides Nicotine when you have cravings. For many people, gum replaces smoking as part of their daily routine.

### Nicotine Patch

Nicotine Patches provide nicotine through the skin as a continuous dose throughout the day. For many people, this helps reduce the desire to smoke.

### Electronic Cigarettes

Electronic Cigarettes vaporize Nicotine allowing you to continue to inhale Nicotine vapor without suffering many of the harmful effects of smoking.