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Nonprescription Medicines and
Dietary Supplements for Self-Care*

CONSUMER HEALTHCARE PRODUCTS ASSOCIATION®

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Smoking Cessation Fact Sheet

- ◆ Tobacco use is the leading cause of preventable death in the United States.
Source: National Women's Health Information Center
- ◆ There are 1.1 billion people in the world who use tobacco. Of those, 70 percent want to quit. Twenty-five percent are able to quit with behavioral and/or pharmacological treatment.
Sources: The World Bank, World Health Organization, British Medical Journal, U.S. Public Health Service, and Pan American Health Organization
- ◆ There are five types of smoking cessation medications approved by the U.S. Food and Drug Administration (FDA):
 - Bupropion hydrochloride—prescription (Rx) only
 - Nicotine gum—nonprescription, or over-the-counter (OTC), only
 - Nicotine inhaler—Rx only
 - Nicotine nasal spray—Rx only
 - Nicotine patch—both Rx and OTC
- ◆ Nicotine replacement therapies, or NRTs, were first approved for OTC status in the United States in 1996:
 - Nicotine polacrilex (2 mg. and 4 mg. gum).....February 9, 1996
(Nicorette, now marketed by GlaxoSmithKline)
 - Nicotine transdermal system (15 mg. patch)July 3, 1996
(Nicotrol, now marketed by Pharmacia)
 - Nicotine transdermal system (21, 14, and 7 mg. patches)August 2, 1996
(Nicoderm CQ, now marketed by GlaxoSmithKline)
 - Nicotine transdermal system (11 and 22 mg. patches)December 23, 1998
(ProStep, marketed by Elan)
 - Nicotine transdermal system (21, 14, and 7 mg. patches) November 12, 1999
(Habitrol, now marketed by Novartis under a variety of store brands)
- ◆ Sales of OTC NRT products are among the fastest growing of the OTC categories. First Sales for OTC NRT products in the United States were \$664 million in 2000, the last year for which complete data could be attained. Growth in the OTC NRT category has been strong since the 1996 introduction of products into the self-care market.

1995	1996	1997	1998	1999	2000
\$0	\$286	\$562	\$564	\$623	\$664

sales in millions of dollars, courtesy of ACNielsen

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- ◆ Use of stop smoking medications—either OTC or prescription—doubles the likelihood that a smoker will quit successfully.

Source: Office of the U.S. Surgeon General

- ◆ OTC NRT medications are estimated to yield from 114,000 to 304,000 new former smokers annually in the United States.

Source: Shiffman.: Public health benefit of over-the-counter nicotine medications. Tobacco Control 6: 306-310, 1997.

- ◆ The U.S. Centers for Disease Control and Prevention (CDC) estimates the annual medical costs nationwide attributable to smoking to be more than \$50 billion. Moreover, the CDC estimates the annual value of lost earnings and productivity due to smoking to be \$47 billion.

- ◆ Quitting smoking could save at least 60 percent of the losses related to excess mortality and disability of smokers. (Such losses take into account the number of life years and work years lost, the costs of drugs and hospitalization due to illness, and the value of productivity lost due to disability and premature mortality.)

Source: Eur J Public Health 2002 June; 12(2):145-51

- ◆ All OTC NRT packages contain outer labeling and educational inserts approved by the U.S. Food and Drug Administration (FDA) to help ensure consumers use the products safely and effectively to quit smoking.

- ◆ Manufacturers of OTC NRT products have partnered with and supported the following anti-smoking groups to promote the benefits of quitting smoking: World Health Organization (World Health Organization), the American Cancer Society, the American Heart and Stroke Associations, Campaign for Tobacco Free Kids, and the American Lung Association.

- ◆ CHPA members also have been or are currently involved in numerous stop-smoking activities at the local, national, and international levels, including:

- World No Tobacco Day
- WHO European Partnership to Reduce Tobacco Dependence
- 11th World Conference on Tobacco OR Health
- treatobacco.net database

- ◆ “WHO is proud of its partnership with the pharmaceutical industry in their joint efforts to reduce the future toll of deaths. This partnership was launched three years ago . . . at the World Economic Forum in Davos.”

Dr. Derek Yach, Executive Director, Noncommunicable Diseases and Mental Health, World Health Organization