

# A GUIDE FOR SMOKING CESSATION

WITHOUT NICOTINE TOWARDS HEALTHIER LIFE



*One day you'll notice*  
**YOU'VE  
FORGOTTEN  
SMOKING.**

# QUIT SMOKING AND START A NEW LIFE

One of the most important factors needed to quit smoking successfully is motivation. It is not always possible to quit without support. Traditional approaches to overcoming tobacco dependence include medication and nicotine replacement therapy and if you find quitting very difficult, a support group can play a key role too.

Overcoming addiction is one of the greatest challenges smokers will face when they start their journey. Addiction is associated with an ongoing dependency for nicotine, which will persist through the use of nicotine replacement therapy. With nicotine replacement therapy you are not quitting nicotine, instead you replace tobacco products with the nicotine replacement therapy products. Nicotine is harmful, especially for those who are planning a pregnancy or preparing for an operation.

Acetium® Lozenge is a naturally nicotine-free product and the most recent addition to the alternatives available to help you quit smoking. The lozenge includes the natural amino acid L-cysteine that has been modified to a slowly soluble form. Every time you light up, put a lozenge in your mouth and, gradually, the smoking experience begins to change.



## NON-SMOKING AND NICOTINE-FREE WORLD BY 2030

Tobacco addiction is a chronic condition, much like hypertension or diabetes. According to the World Health Organisation (WHO), tobacco related illnesses cause the death of up to one in every two users. Currently there are one billion smokers in the world.

The objective of healthcare policies and legislation in the EU and the whole world is to achieve a non-smoking and nicotine-free world by 2030.

With the recent measures enacted under the 2016 Tobacco Control Act, Finland is expected to be smoke-free by 2030 and the first EU member state to achieve this goal.

### Risks of nicotine

*Nicotine is a neurotoxin. It increases the heart rate, blood pressure, and contraction of the heart, superficial veins and coronary arteries.*

*Nicotine is quickly absorbed into the bloodstream, but it also disappears rapidly, so you need a constant intake of nicotine to keep the levels up. A nicotine addiction develops quickly. Smokers need to keep the nicotine concentration in their blood at a certain level by smoking regularly.*

*The blood nicotine concentration is at its lowest in the morning, and this is why a morning cigarette is considered the most important one of the day by many smokers. In order to function normally, a nicotine-dependent body needs a constant supply of nicotine. Once nicotine use ends, withdrawal symptoms will appear. (Heloma et al. 2017.)*

## HOW DO I GET READY TO STOP SMOKING?

Set a date! Plan how you will quit and prepare yourself well.

Quitting often causes withdrawal symptoms, the most common of which include irritability, anxiousness and the craving to smoke. Other withdrawal symptoms may include headache and difficulties concentrating or sleeping. (Finnish Current Care Guidelines 2018).

Motivation is the key to quitting, but healthcare can offer effective support for smokers in reaching their goal. Consult your doctor, nurse or pharmacist if necessary.

### *Getting ready to quit:*

- Write down a motivational list: why do I want to quit smoking? Try to come up with as many reasons as possible.
- Set a date, and stick to it.
- Tell your family and friends that you are going to quit.
- Try to find out which type of replacement therapy suits you best.
- Read brochures and expert articles on how to quit smoking.



### *Practical things to help you quit:*

- Find your inner motivation
- Be prepared (find the right moment)
- Plan well and commit to it
- Write yourself a list of instructions
- Find the right type of help for you (medication, nicotine replacement therapy or other)
- Connect with Groups, tobacco clinic, support person (SUPPORT)

## HOW DO I OVERCOME CHALLENGES?

When you stop smoking, at first it is a good idea to avoid situations where others will smoke or that you know will be difficult for you. Plan ahead how to handle these kinds of situations.

- Come up with something meaningful to do instead of smoking. Exercise is a good option and it will divert your thoughts away from smoking.
- Think ahead to what you will do when you feel the urge to smoke. What will you do instead of smoking? Smoking takes up surprisingly large amount of your time. Now you can use this time to do something more meaningful.
- It's a good idea to find a support person with whom you can discuss your challenges and successes.
- Make the decision to take one day at a time, and that today you will not smoke.
- PRAISE YOURSELF and keep in mind the benefits of quitting.

## HOW TO REPLACE OLD HABITS?

Keep yourself active, and don't get too worried if you feel a craving to smoke.

Use relaxation techniques, exercise a lot, drink lots of fluids (avoid alcohol).

Take up a new hobby.

## AND AFTER THAT? - STAY SMOKE-FREE

Do not let yourself slip - do not allow yourself even one cigarette, because that can mean an end to your quitting process that has started successfully.

Think of the positive changes that have taken place in your body after quitting.

Tally up how much money you save after quitting.

Praise yourself for making the good decision to quit smoking!



## SMOKING AND PREGNANCY

Smoking during pregnancy indisputably affects the health and development of the fetus both immediately and in the long term. Compounds that are particularly harmful to prenatal development include nicotine, which interferes with brain development, and carbon monoxide, which causes oxygen deprivation in the blood circulation of the fetus.

Smoking during pregnancy exposes the newborn to withdrawal symptoms, numerous health conditions, and hyperactivity and behavioural disorders later in life (Vierola 2006, Helomaa et al. 2017).

In Finland, about 14 per cent of women smoke while pregnant. Of women under the age of 20, 48 per cent were smokers at the beginning of pregnancy, and approximately 40 per cent reported that they had quit smoking during the first few months of pregnancy. Of the pregnant women over the age of 30, less than 10 per cent smoked (Heino et al. 2017).

## WHY DO PREGNANT WOMEN IN FINLAND CONTINUE SMOKING?

Finland is clearly behind other Nordic countries in this respect. In Sweden in 2014 for example, less than 6 per cent of pregnant women were smokers at the start of pregnancy and 4 per cent by the final stages (Heino & Gissler 2017).

Ideally, the time to quit smoking is when you are planning your pregnancy, as quitting makes it easier to become pregnant. The likelihood of nausea during early pregnancy is lower for non-smokers too. If you continue to smoke during pregnancy the risk of medical complications increases significantly. Quitting smoking is beneficial in any stage of the pregnancy!

Newborn babies of mothers who smoke suffer withdrawal symptoms after birth and are prone to cry more during their first days. In addition to personal information and support, smokers long for peer support (Herbec et al. 2014), and in particular for support from their spouse (Nguyen et al. 2012, Flemming et al. 2013).

Ask about help for quitting smoking from your prenatal clinic.



**Acetium®**

## ACETIUM® LOZENGE CAN HELP YOU

Acetium is a lozenge that can be used to reduce tobacco addiction. Acetium does not contain nicotine and it is not a medicine. According to smokers who participated in the clinical trial, the use of Acetium reduced the pleasure of smoking and changed the taste of cigarettes, which facilitated the cessation of smoking<sup>1</sup>.

Acetium lozenges contain L-cysteine, a natural amino acid that binds acetaldehyde dissolved in saliva from cigarette smoke<sup>2</sup>. The lozenge also contains a small amount of xylitol to promote overall oral health.



### WHAT IS ACETALDEHYDE?

Normal saliva does not contain acetaldehyde<sup>3</sup>. Acetaldehyde is a carcinogen<sup>4</sup> and one of the harmful substances in tobacco smoke. Acetium lozenge removes up to 90 per cent of the acetaldehyde that is dissolved in saliva from cigarette smoke.

### REMEMBER NOT TO GIVE UP!

Using Acetium is simple and safe. The best results are achieved by using the lozenges regularly during smoking over a 3-6 month period. So, you should not give up if you cannot break the habit of smoking right away.

Acetium® lozenges are available in Finland in pharmacies, R-kioski shops, well-stocked convenience stores and via the Biohit online shop at [www.biohitshop.fi](http://www.biohitshop.fi)

## How to quit with Acetium®

- Set yourself a goal and plan how you will quit smoking. Think about what to do instead of smoking. Think in advance what you should do in a tough situation. Get yourself motivated to quit!
- Start using Acetium lozenges whenever you smoke. If one lozenge does not last for a whole cigarette, take another.
- Reduce the number of cigarettes you smoke every week to the best of your ability until you only smoke 2-4 cigarettes a day.
- If your nicotine addiction is strong and quitting is hard for you, try doing it at a slower pace. You can for example take the number of cigarettes down by two cigarettes a day every other week.
- When you start feeling the effect of Acetium, and how it takes away the pleasure that smoking used to create, it is time to quit completely.
- If necessary, find a peer group or another type of support group. You should also talk about quitting smoking with your family and friends.

# Acetium®

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**Testimonials:**  
<https://www.youtube.com/user/innovatingforhealth>

**Editors:**  
Petra Ranta, nurse specialised in replacement therapy,  
and Biohit Oyj

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