

CHANTIX is a prescription medicine to help adults stop smoking.

In studies, the most common side effects for people who took CHANTIX were nausea, changes in dreaming, constipation, gas, and/or vomiting.

In studies, nausea was the most common side effect, occurring in about 30% of patients. Generally it was mild to moderate and for most people, but not all, it went away. Most people were not bothered enough to stop taking CHANTIX.

If you have side effects with CHANTIX that bother you or don't go away, be sure to tell your doctor.

Please see important Patient Information about CHANTIX on the last page of this brochure.



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CHANTIX[™]
(varenicline) TABLETS

GET  **QUIT**[™] Support Plan

You're on
the road to
quitting
smoking

Your guide to CHANTIX and the
GETQUIT[™] Support Plan for CHANTIX users.

Quitting smoking. It's all about getting there.

Congratulations! You've made an important decision to stop smoking. It's one of the best things you can do for yourself.

If smoking has become a part of your daily routine, it may not be easy to give it up. But you can do it. In fact, millions of people already have reaped the benefits of quitting.

CHANTIX™ (varenicline) offers a two-part approach to quitting:

1. CHANTIX – helps you break the physical addiction to nicotine.
2. The GETQUIT Support Plan for CHANTIX users – helps you deal with the psychological side of quitting.



“I wasn’t able to quit smoking before. This time, with CHANTIX, I was able to do it.”

Your Guide: Information, activities and what to expect

As you prepare for your quit, you'll want to know what to expect. You can learn all about taking CHANTIX here. We've also included a timeline to give you the big picture on quitting. Plus, you'll learn how to enroll in the GETQUIT Support Plan for CHANTIX users, and find activities adapted from Week 1 of GETQUIT to give you a headstart in preparation for your quit.

If you have any other questions about CHANTIX, please talk to your doctor. You can also visit us at www.chantix.com or call us at 1-877-CHANTIX (242-6849).

CHANTIX is all about a steady, step-by-step approach that can help get you on the road to quitting and staying quit. And as the classic fable has taught us — a steady approach may be the wisest approach.

When you stop smoking, your body will need time to adjust to the absence of nicotine. You may feel side effects from this.

Quote is from an actual CHANTIX patient (not pictured). Individual results may vary.

CHANTIX™ (varenicline) can reduce the urge to smoke.

Prescription CHANTIX contains no nicotine. You may wonder how a non-nicotine pill could reduce your urge to smoke. Well, first, you have to know how nicotine works.

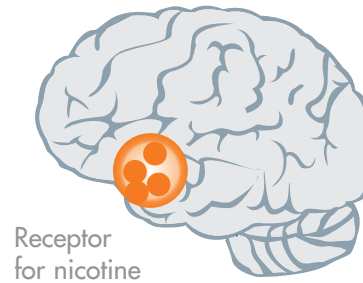
There are receptors for nicotine in your brain. When you smoke, the nicotine you inhale attaches to these receptors. This sends a message to your brain to release a chemical called dopamine. Dopamine gives you a feeling of pleasure. But it doesn't last long. That's why your body craves more nicotine. This can become vicious cycle.

CHANTIX, however, helps keep nicotine from reaching key receptors in the brain. It's proven to help people stop smoking. And it's the only treatment of its kind.

Tell your doctor about all other medications you are taking before taking CHANTIX. Especially tell your doctor if you take insulin, asthma medications, or blood thinners. When you stop smoking, there may be a change in how these and other medicines work for you.

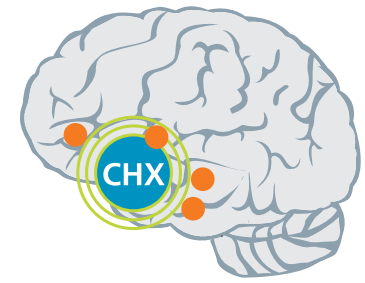
When you stop smoking, your body will need time to adjust to the absence of nicotine. You may feel side effects from this.

WITHOUT CHANTIX



When you smoke, nicotine goes to the receptors in your brain

WITH CHANTIX



CHANTIX works by activating these receptors, and blocking nicotine from attaching to them

"I was a heavy smoker, and quitting was the most difficult personal challenge I ever faced. After I quit, I worked with a team of scientists to develop CHANTIX to specifically help smokers quit."

Dr. Jotham Coe
Pfizer Scientist,
former smoker



Four steps to taking CHANTIX™ (varenicline) the right way.

STEP 1

After getting a prescription for CHANTIX from your doctor, you should choose a quit date and enroll in the GETQUIT Support Plan for CHANTIX users.

STEP 2

Start taking CHANTIX 1 week before your quit date. This lets it build up in your body. You can keep smoking during this time.





STEP 3

Try to stop smoking completely on your quit date. If you slip up, don't give up. Keep trying to quit and keep taking CHANTIX. Some people need a few weeks for CHANTIX to work best.

STEP 4

Most people take CHANTIX for 12 weeks. In some cases, a doctor may recommend an additional 12 weeks of CHANTIX to help their patients stay quit. Always take CHANTIX as prescribed by your doctor.

Dosage guide for CHANTIX

 DAY 1 TO DAY 3 White tablet (0.5 mg), 1 tablet each day	 DAY 8 TO END OF TREATMENT Blue tablet (1 mg), Twice a day: 1 in the morning and 1 in the evening
 DAY 4 TO DAY 7 White tablet (0.5 mg), Twice a day: 1 in the morning and 1 in the evening	

Pills may not be shown at actual size. CHANTIX comes in conveniently dose packs.

More information on taking CHANTIX

- CHANTIX should be taken after eating and with a full glass (8 ounces) of water.
- If you miss a dose, take it as soon as you remember. If it's close to the time of your next dose, wait. Then just take your next regular dose.
- The most common side effect of CHANTIX is nausea, occurring in 30% of patients.
- Tell your doctor about all other medications you are taking. Especially tell your doctor if you take insulin, asthma medications, or blood thinners. When you stop smoking, there may be a change in how these and other medicines work for you.

CHANTIX is a prescription medication to help adults stop smoking. In studies, the most common side effect was nausea. Others were changes in dreaming, constipation, gas, and vomiting. Generally it was mild to moderate and for most people, but not all, it went away. Most people were not bothered enough to stop taking CHANTIX.

If you have side effects with CHANTIX that bother you or don't go away, be sure to tell your doctor.

Your prescription comes with a plan.

CHANTIX™ (varenicline) is proven to be effective, but it's not a magic pill. Studies show that people who receive support and encouragement while trying to quit smoking have a better chance of staying quit.

That's because for most people, quitting smoking is both a physical and behavioral challenge. That's why there's the GETQUIT Support Plan for CHANTIX users. GETQUIT can help you identify your smoking patterns and cope with withdrawal symptoms.

Here's what you'll get with GETQUIT:

- A step-by-step guide for preparing to quit
- A personalized Web site with easy-to-use tools that track your progress
- Support and advice to help you stay quit
- Choice of regular e-mail or phone support for up to a full year
- A support hotline to call to speak to a GETQUIT coach

How to enroll in GETQUIT

When you fill your prescription for CHANTIX at the pharmacy, you'll receive an enrollment card for the free GETQUIT Support Plan for CHANTIX users.

Get started with GETQUIT

FIRST

Find the number on the back of the enrollment card that comes with your CHANTIX prescription. Or, if your prescription comes in a bottle, enter the prescription number from your pill bottle.

SECOND

Visit www.get-quit.com and follow the instructions to enroll and set up your personalized support plan. You can also call [1-877-CHANTIX \(242-6849\)](tel:1-877-CHANTIX) to get started.



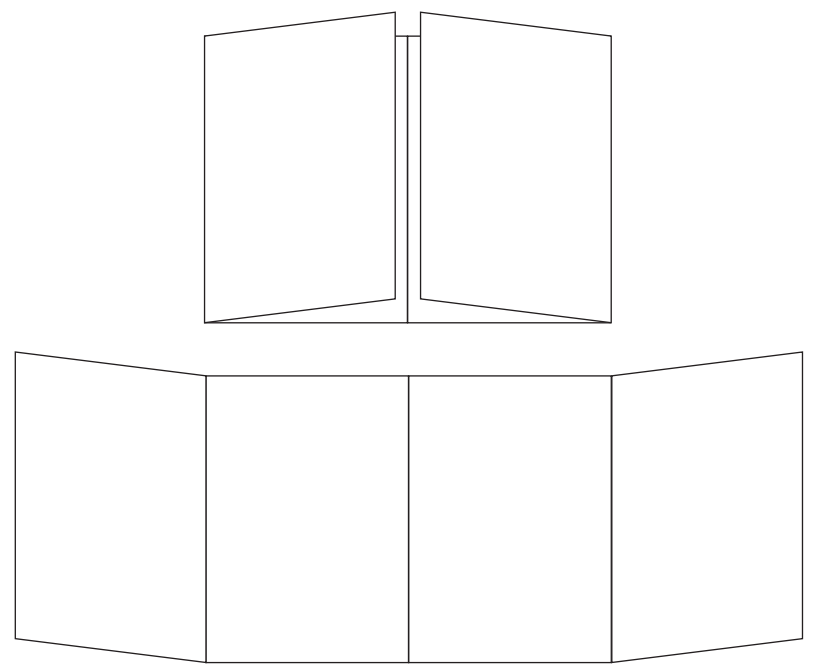
GET  Support Plan

CHANTIX has not been studied in pregnant or nursing women. You should stop smoking before you become pregnant. If you take CHANTIX, discuss ways to feed your baby, other than breast feeding, with your doctor.

CHANTIX™ (varenicline) and
the GETQUIT Support Plan
for CHANTIX users.



Take a look inside
to get the big picture of your quit.



Your timeline for CHANTIX™ (varenicline)

A visual overview of what to expect with CHANTIX and the GETQUIT Support Plan for CHANTIX users. Plus, milestones along the road to getting quit.



WEEK 1

- Choose a quit date.
- Enroll in GETQUIT.

DAY 1: Start taking CHANTIX

During Week 1, you are allowing CHANTIX to build up in your body. You can smoke during this time.

For Weeks 1-12, GETQUIT offers you a choice of daily phone or e-mail support.

Milestone:
In just 12 hours after quitting: the carbon monoxide level in your blood drops to normal.

WEEK 2

- Try to stop smoking completely
- DAY 8: This is your quit date**

When you stop smoking, your body will need time to adjust to the absence of nicotine. You may feel side effects from this.

Milestone:
In 2 weeks to 3 months after quitting: your blood circulation and lung function may improve.

WEEKS 3-4

It may be time to refill your prescription at the end of Week 4.

Your urge to smoke may be high during the first few weeks. If you slip up, don't give up. Put it behind you, get help from GETQUIT, and keep trying.

WEEKS 5-6

This is the halfway point for most people. Be sure to celebrate your success!
Even if you're feeling strong, you should continue to take CHANTIX as prescribed by your doctor.

Milestone:
1 to 9 months after quitting, your lungs can start to clean themselves again.

WEEKS 7-12

Keep going! Studies have shown that staying on CHANTIX for a full 12 weeks has helped 44% of people quit smoking.

Milestone:
Most people are quit by week 12

WEEKS 13-24

Some doctors may recommend another 12 weeks of CHANTIX, as it may improve your chances of staying smoke-free. Ask your doctor if another 12 weeks may be good for you.

Your GETQUIT check-ins will now be twice a week.

Milestone:
1 year after quitting: the risk of a heart attack is now half the risk for a smoker.

WEEKS 25-52

The GETQUIT Support Plan for CHANTIX users is available for you for one full year. You can check in to see your personal statistics—like how much money you may have saved by not smoking!

Your GETQUIT check-ins will now be once a week.

CHANTIX is a prescription medication to help adults stop smoking. In studies, the most common side effect was nausea. Others were changes in dreaming, constipation, gas and vomiting. Generally it was mild to moderate and for most people, but not all, it went away. Most people were not bothered enough to stop taking CHANTIX.

If you have side effects with CHANTIX that bother you or don't go away, be sure to tell your doctor.

What is CHANTIX?

CHANTIX™ (varenicline) is a prescription medicine to help adults stop smoking that also helps reduce the urge to smoke.

How is CHANTIX different from other smoking cessation products?

CHANTIX contains no nicotine, but it targets the same receptors that nicotine does. CHANTIX is believed to block nicotine from these receptors. It's the only treatment of its kind

What does my doctor need to know before I start taking CHANTIX?

Tell your doctor about all of your medical conditions, including if you:

- have kidney problems or get kidney dialysis. Your doctor may prescribe a lower dose of CHANTIX for you.
- are pregnant or plan to become pregnant. CHANTIX has not been studied in pregnant women. It is not known if CHANTIX will harm your unborn baby. It is best to stop smoking before you get pregnant.
- are breast feeding. Although it was not studied, CHANTIX may pass into breast milk. You and your doctor should discuss alternative ways to feed your baby if you take CHANTIX.

Tell your doctor about all of your medicines, including prescription and nonprescription medicines, vitamins, and herbal supplements. Especially, tell your doctor if you take:

- insulin
- asthma medicine
- blood thinners

When you stop smoking, there may be a change in how these and other medicines work for you.

How long should I take CHANTIX?

Most people will take CHANTIX for 12 weeks. If you have completely quit smoking by 12 weeks, ask your doctor if another 12 weeks of CHANTIX may help you stay cigarette-free. It's important to take CHANTIX as prescribed by your doctor.

What do I do if I miss a dose of CHANTIX?

If you miss a dose, take it as soon as you remember. If it is close to the time for your next dose, wait. Just take your next regular dose.

What if I slip up while taking CHANTIX?

Don't let it stop you. Remember, you may choose to smoke for the first week you are on CHANTIX. Try to stop smoking completely on your Quit Date (Day 8). But if you slip up, don't give up! It's a lapse not a relapse. Put it behind you. It's normal. And some people need a few weeks for CHANTIX to work best.

Will my urge to smoke go away when I take CHANTIX?

You might still feel some urge to smoke. But it should be less than you'd have without CHANTIX. Remember, it's possible that you might slip up and smoke while taking CHANTIX. If you do, you can stay on CHANTIX and keep trying to quit. Smoking is not only a physical but a psychological addiction, so it's important to enroll in GETQUIT.

What are the possible side effects of CHANTIX?

The most common side effects of CHANTIX include:

- nausea
- constipation
- vomiting
- changes in dreaming; insomnia
- gas

Tell your doctor about side effects that bother you or that do not go away. These are not all the side effects of CHANTIX. Ask your doctor or pharmacist for more information.

What to think about before you quit.

For the best chance of success, prepare in advance and commit to a quit date. For some people, it is easier to quit after a weekend or an important social event. For others, it is helpful to choose a special day. Here are some ideas:

- Take a look at your calendar. Is there an upcoming birthday, anniversary, or holiday? You can choose to make that your quit date. Count backwards 8 days and that's the day you should begin taking CHANTIX™ (varenicline).
- Monday is popular for quitting, because it gives you a “fresh” start to the week, plus it may help you keep track of all 12 weeks of your quit more easily.
- For many people, smoking has become a habit. Will you be starting a new job, going on vacation, or starting a new hobby? If these things seem like they will be positive and not stressful for you, the new activities can be a change of routine that may help you break old habits.

But keep in mind:

Avoid trying to quit right before an event that might be stressful, or where you'll be tempted to smoke. You might want to avoid activities and situations you associate with smoking during the first few weeks on CHANTIX. Cravings and withdrawal symptoms may be strongest in the first weeks after you quit smoking.

Generally, these cravings and symptoms should lessen over time. Most important: If you slip up and smoke, don't give up! It may take more than one try before you quit.

Start to notice when and why you smoke. What do you associate with smoking? Try to avoid these situations as you begin your quit.

*Nearly 50 million
Americans have
quit smoking.*
Ask your doctor how
you can join them.*

**American Cancer Society:
Great American Smokeout Newsletter:
Fall 2006. Time frame of study: 1965 - 2000*



Let the quit begin!

Welcome to Week 1

Here is the first week of topics and activities adapted from the GETQUIT Support Plan for CHANTIX (varenicline) users. They're specifically designed to help you prepare for quitting. Make sure you can dedicate yourself 100 percent to your quit!

If you're starting this workbook, that means you may have already chosen a quit date. If so, today would be your first day of taking CHANTIX. Ready to go? Let's get started!

Day 1

Today's Topic: Your countdown to quit
Remember, you may choose to smoke during your first week if you feel ready to quit sooner, that's fine. CHANTIX will reduce the urge to smoke, while the GETQUIT Support Plan for CHANTIX users can help you through the quit process. If you haven't done so already, email your doctor at www.get-quit.com or 1-877-CHANTIX.

Today's Activity: Your Smoking Log
Ever wonder about the "when, where and how" of your smoking? You smoke in a typical day? The smoking log is a great activity to do if you haven't quit yet. The smoking log attached to this page and carry it with you inside or on your cigarette pack. Every time you smoke, write down the time and place and how you feel. Your smoking patterns can be a big help in becoming a quitter.

CHANTIX is for adults. Do not use CHANTIX if you are under 18 years old. Because it is more common for older people to have side effects, be sure to talk with your doctor about the risks and benefits of working before you take CHANTIX.

My Smoking Log

When, where, and why I smoked

Let the quit begin!

Welcome to Week 1

Here is the first week of topics and activities adapted from the GETQUIT Support Plan for CHANTIX (varenicline) users. They're specifically designed to help you prepare for quitting. Make sure you can dedicate yourself 100 percent to your quit!

If you're starting this workbook, that means you may have already chosen a quit date. If so, today would be your first day of taking CHANTIX. Ready to go? Let's get started!

Cut on the dotted line



Day 1

Today's Topic: Your countdown to getting quit

Remember, you may choose to smoke during Week 1. Your goal is to quit by Day 8 after you start taking CHANTIX. However, if you feel ready to quit sooner, that's fine. CHANTIX can help reduce the urge to smoke, while the GETQUIT Support Plan for CHANTIX users can help you throughout your quitting process. If you haven't done so already, enroll in GETQUIT at www.get-quit.com or 1-877-CHANTIX (242-6849).

Today's Activity: Your Smoking Log

Ever wonder about the "when, where and why" of the cigarettes you smoke in a typical day? The smoking log to the right is a great activity to do if you haven't quit yet. Detach the smoking log attached to this page and carry it with you – it even fits inside or on your cigarette pack. Every time you smoke, write down the time and place and how you felt. Knowing your smoking patterns can be a big help in breaking them.

CHANTIX is for adults. Do not use CHANTIX if you are younger than 18 years old. Because it is more common for older people to have kidney problems, be sure to talk with your doctor about how your kidneys are working before you take CHANTIX.

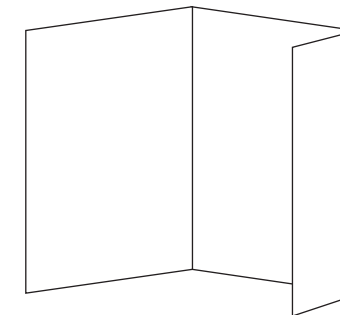
Smoking log instructions

Here's an easy way to keep track of when, where, and why you smoke. Detach it and take it with you wherever you go.

1. Cut out the smoking log and wrap it around your cigarette pack.
2. Tape or use a rubber band to hold it in place.
3. For the next 24 hours, every time you smoke, write down the time and place.

If you can, pay attention to how you felt before you smoked. Sometimes how you're feeling can create an urge to smoke.

CHANTIX is for adults. Do not use CHANTIX if you are younger than 18 years old. Because it is more common for older people to have kidney problems, be sure to talk with your doctor about how your kidneys are working before you take CHANTIX. If you have kidney problems or get dialysis, be sure to tell your doctor before taking CHANTIX.



Day 2

Today's Topic: Reasons to quit smoking

Was your health a reason in your decision to quit smoking? Well, it's no secret that smoking is unhealthy. But some of the numbers below in this quiz may surprise you.

Today's activity: Smoking Risk Quiz

(See answers below the chart.)

- How many smoking-related deaths happen in the United States per year?
 Over 100,000 Over 250,000 Over 400,000
- On average, for a heavy smoker, smoking takes how many years off a person's life?
 3 years 8 years 15 years
- 11% of non-smokers die before age 65. For the same age group, what percentage of heavy smokers die before age 65?
 16% 22% 28%

Answers: 1. Over 400,000 2. 8 years 3. 28%

Write down some of your reasons for quitting:

Day 3

Today's Topic: Smoking risk situations

Smoking may have become a very personal habit. And you know the old saying: old habits can be hard to break. But today we're going to help you get there.

Today's Activity: Identify your risk situations

If you have tried using the smoking log you may have already identified some personal patterns. Put a check next to the common smoking situations below that apply to you. Knowing your patterns can be useful in controlling them.

- | | |
|--|--|
| <input type="checkbox"/> First thing in the morning | <input type="checkbox"/> Being with other smokers |
| <input type="checkbox"/> During or after an argument | <input type="checkbox"/> Tense day at work |
| <input type="checkbox"/> Studying or reading | <input type="checkbox"/> Mealtimes, or after a meal |
| <input type="checkbox"/> Watching TV or listening to the radio | <input type="checkbox"/> At a party |
| <input type="checkbox"/> Driving or at a bus stop | <input type="checkbox"/> Talking on the phone |
| <input type="checkbox"/> Drinking alcohol | <input type="checkbox"/> Feeling angry |
| <input type="checkbox"/> Feeling anxious | <input type="checkbox"/> Having a cup of coffee or tea |

Can you think of other smoking risk situations? Add them here:

Day 4

Today's Topic: Recognizing withdrawal symptoms

Your quit date is almost here, and we want to help you get ready. As you quit smoking, you may have one or more of the following symptoms that may include feeling:

- Depressed
- Insomnia
- Irritable
- Hungry
- Anxious, nervous or restless
- Confused

Everyone's different. As you take CHANTIX™ (varenicline), you may have one or more of these symptoms or none at all. GETQUIT can help you find ways to cope with them.

Today's Activity: Facing withdrawal symptoms

Remember, withdrawal symptoms should lessen over time. But, they can still be hard to cope with. Here are some phrases you can say to help you and the people around you deal with this potential stumbling block:

“Withdrawal symptoms are temporary.
Quitting smoking is for life.”

“I refuse to let cigarettes control me anymore.”

“I deserve credit for quitting smoking”

Repeat to yourself: “I'm a non-smoker.”

Here are some things you can say to family/friends/coworkers:

“I realize I may not be acting like myself right now —
but I will be again soon. Please hang in there with me.”

“Sorry, my mood is temporary — just like nicotine
withdrawal symptoms.”

Day 5

Today's Topic: Coping with urges

You may have urges to smoke for the first few days after you quit. After several weeks without cigarettes, these urges will often lessen. Here's some ideas that may help you deal with your urges to smoke:

- In the first week or two, try to completely avoid smoking risk situations
- If you find yourself in a stressful situation, walk away.
- Call or talk to a friend who can help
- Do relaxation exercises

Today's Activity: Quit strategies

Plan now for when you have those urges to smoke. Have alternative ideas ready. Think about when you smoke, and write down what you can do instead, like this:

My smoking (ex: traffic)
risk is: _____

From now on: (ex: I'll take an alternate route home)

Quit Strategies: What you can think

- Remind yourself: Smoking is Not an Option
- Tell yourself, out loud if possible, “STOP!” and stop thinking about having a cigarette
- Think of a relaxing scene
- Anticipate and write down the result of not smoking

Day 6

Today's Topic: Preparing for your quit date, part 1

How many times have you tried to quit before? 1? 5? Have you ever thought about why you went back to smoking? It's tough to quit on your own. You need an approach that makes you feel ready for the challenge. That's exactly what the GETQUIT Support Plan for CHANTIX™ (varenicline) users is all about. No matter how many times you've tried to quit before, this could be your time!

Today's Activity: Write your good-bye letter to cigarettes

Here's something to help you end your emotional ties to smoking. You're going to write a "good-bye" letter to cigarettes. Your letter does not have to be long or fancy. It just has to be honest.

Before you get started, here is an example:

Dear Cigarettes,
We've been together for many years. I remember the day we met — my first drag. I didn't like you at first, but you certainly grew on me. And then I couldn't resist you. But now I'm tired of you. So I'm saying good-bye, because you don't control me anymore. And you never will again.

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If you have side effects with CHANTIX that bother you or don't go away, be sure to tell your doctor.

Day 7

Today's Topic: Preparing for your quit date, part 2

At this point, if you've taken CHANTIX, the medicine is still building up in your system, and your urge to smoke should be going down. Your desire to light up may also not be as strong. And you've been preparing for your big day, your quit day, tomorrow.

Today's Activity: Countdown to quit date checklist

In preparing to quit, you may have already taken the following steps to turn a new page in your life. Here are some things you can do to get ready for your quit day:

- Throw away all cigarettes, ashtrays, matches, and lighters at work and at home
- Remove all ashes and cigarette butts from your car
- Wash all your clothes that smell of smoke
- Clean your home: open windows to get fresh air, vacuum, and dust to remove ashes
- Run an air purifier, if you have one
- Tell a trusted friend that you're quitting and lean on them for support
- Buy crunchy low-fat snacks like carrots or low-fat popcorn to keep on hand
- Chewing on gum or sucking on cinnamon sticks is another good way to keep your mouth busy if an urge strikes

Tomorrow is the big day. You're going to quit smoking, hopefully for good. We know you can do it!

Day 8: Your quit date!

Congratulations! You've made it to your quit date. If you've been taking CHANTIX™ (varenicline) as prescribed, it's been building up in your system.

Today's Topic: Some tips for getting through Day 8

We know today may be tough. Even if you're not craving nicotine anymore, your smoking risk situations can still arise in from time to time. Over the years, you may have inhaled smoke hundreds of thousands of times. To suddenly end that routine is a big change, so on Day 8:

- Try as best you can to keep busy
- Find stuff to do with your hands
- Look at your quit strategies so far
- Drink lots of water, chew gum, or eat low-fat snacks
- Try to avoid stressful and smoking risk situations

Today's Activity: Remember to use GETQUIT

Please don't miss checking in with GETQUIT on your quit day, because we're here to help you, not just tomorrow but with a full year of support if you need it! Continue to take your CHANTIX as prescribed by your doctor. And if you haven't done so yet, remember to enroll at www.get-quit.com or by calling 1-877 CHANTIX (242-0849).

Stay on the road to getting quit.

We know you can do it.

We hope this booklet has been useful. And that you've gotten a good head start with the topics and activities from Week 1 of the GETQUIT Support Plan for CHANTIX users. You've made a great decision for your health, and we're here to help. If you have any other questions about CHANTIX or GETQUIT, please visit us online at www.get-quit.com or call us at 1-877-CHANTIX (242-6849).



Uninsured? Need help paying for medicine?

Pfizer has programs that can help, no matter your age or income. You may even qualify for free Pfizer medicines.

Call 1-866-706-2400. Or visit www.PfizerHelpfulAnswers.com.

