

News Story - More Smokers To Quit For Lent

Submitted by: Spink Ltd

Monday, 16 February 2009

News release

16 February 2009

More Smokers To Quit For Lent

An alternative smoking cessation method today (16 February 2009) estimates that more people this year will be attempting to quit smoking for Lent.

Lent is traditionally a time when people will be thinking about temporarily abstaining from things like chocolate or alcohol but this year it is estimated that more people will begin their 40-day abstinence from smoking instead and will start their quit programme when Lent begins on 25 February.

The UK currently has around 10 million smokers with approximately only 4% successfully quitting in the wake of the 2007 smoking ban. Worryingly a 20-a-day smoker spends, on average, £2,007 a year on tobacco. With the credit crunch now in full effect, this is likely to give smokers an extra incentive to quit for Lent. With No Smoking Day also coming up on 11 March, another one million people are also expected to take the first step to quit.

A survey commissioned by nicotine-free smoking cessation aid NicoBloc, reports that of the 353 UK smokers questioned, 71% said they missed having something in their hands when they were trying to quit. It's estimated that an average 20-a-day smoker will make the 'hand-to-mouth' action 73,000 times a year, adding extra psychological pressure on the would-be quitter.

NicoBloc helps to overcome the 'hand-to-mouth' habit and is a two-step approach, first helping to break the addiction to nicotine and then helping to give up the physical cigarette and hand-to-mouth habit. An alternative to NRT and drug-based smoking cessation methods, NicoBloc is a fluid applied to the end of a cigarette filter immediately before smoking. The fluid works by moistening the cigarette filter, cooling the smoke down as it is drawn through. The tar and nicotine vapour molecules condense back into solid form, sticking to the filter material instead of being passed through to the smoker.

Designed as a gradual reduction method, the amount of nicotine that is inhaled is gradually reduced over a three-week period. During the recommended six-week quit programme, one drop is applied in week one, two drops in week two and three drops from week three onwards. By this time up to 99% of tar and nicotine inhalation is blocked.

David Cole, Marketing Manager for NicoBloc says: "NicoBloc can prepare smokers to stop smoking, helping people overcome the 'hand-to-mouth' habit that makes it more difficult to quit. NicoBloc recommends people undertake a six-week quitting programme and the 40 days of abstinence for Lent is an ideal time to start the quit process."

NicoBloc (£19.56) is available in independent pharmacies and online with each pack including an instructions DVD, progress chart and a 15ml bottle which provides two weeks supply for a typical 20-a-day

smoker. For further information and support visit www.nicobloc.co.uk or call customer care on 01452 524 012.

-ENDS-

For further information, please contact Sarah Henderson or Jo Spink at Spink
Tel: 01444 484888 / 0777 3579949 or email:
sarah@spinkpr.com or jo@spinkpr.com

Notes to editors:

- Summary of other findings undertaken by Opinion Health on behalf of NicoBloc

- A third of the 35 year old plus smokers surveyed revealed that they lie to their partner about their smoking habits.

- Over 42% of those trying to quit revealed that smoking causes arguments with their partner and family.

- And for a fifth of respondents, smoking causes problems with their sex life and relationships.

- Nearly a third of smokers revealed that they started smoking to look cool and fit in with their friends and only one seventh (14%) started smoking because they actually liked the taste. However 89% of those who have tried to quit repeatedly worry about the effect smoking has on their health.

- NicoBloc is distributed by G R Lane Health Products Ltd.

- NicoBloc works by cooling the smoke down as it is sucked through the filter. The smoke passes through a moist part of the filter causing a proportion of the tar and nicotine vapour molecules to condense back into solid form and stick to the filter material.

- NicoBloc is a drug free alternative to nicotine replacement therapy and contains approved food grade ingredients. It is side-effect free with the main ingredients consisting of water, corn syrup and citric acid.