

# A Graph Showing Nicotine Delivery by Time

6

- 6 Cigarette - The nicotine enters the brain in 7 seconds. This increases addiction
- 5 Patch - The nicotine from the patch is delivered slowly but constantly. The user is passive
- 4 Oral NRT - Flexible and easy to adjust dosage when needed. Delivers low doses of nicotine
- 3 Combination NRT - The patch acts as a platform for the oral NRT, raising nicotine levels. The user benefits from the consistency of the patch whilst being able to respond to cravings when they occur

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It is the smoker's aim to get & keep their nicotine levels in the comfort zone

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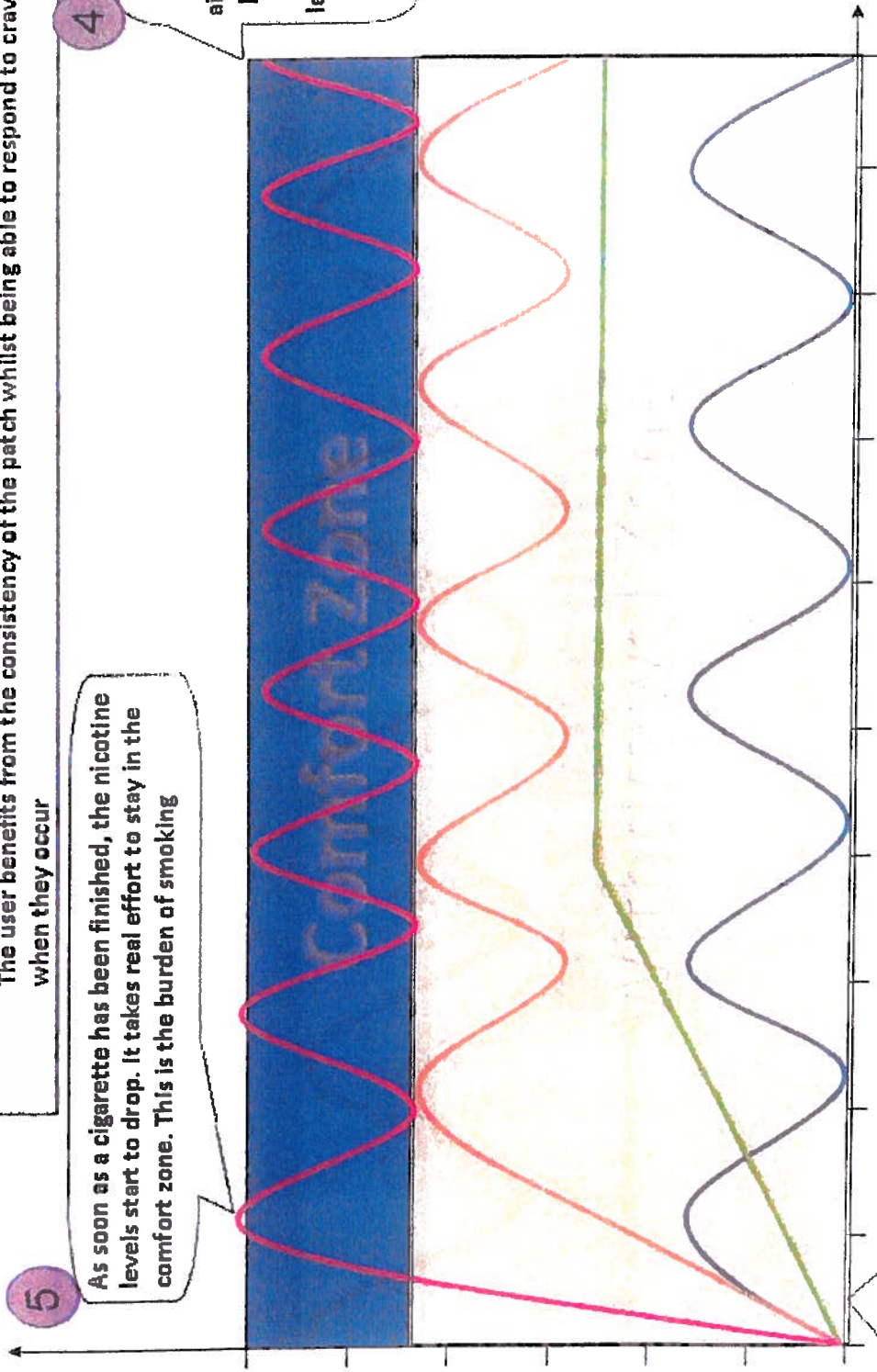
As soon as a cigarette has been finished, the nicotine levels start to drop. It takes real effort to stay in the comfort zone. This is the burden of smoking

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Because the smoker hasn't smoked during the night the nicotine levels are low this is why the first cigarette is the most enjoyable

2

The time of day



Nicotine Level

Time

