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Ground-Breaking Smoking-Cessation Aid Hits Consumer Market

PITTSBURGH, Sept. 20 – Fine Pharmaceuticals Corporation (FPC) introduces Nicotrol, a revolutionary smoking-cessation aid that helps smokers quit in just 7 days and remain tobacco free.

Nicotrol offers an all-natural, non-nicotine solution, proven to be 97% effective in clinical trials. This new product is simple and easy to use. Nicotrol stops the smoking habit by simply taking one pill, once a day, for seven days. This is possible through Nicotrol's innovative formula, which uniquely combines two extracts from dandelion root. These extracts, Retinol and Schmonozine, create a combined therapeutic process never thought possible. Retinol acts on chemical receptors in the brain. The extract suppresses the mental urge to smoke while, at the same time, reduces anxiety associated with withdraw. At the same time, Schmonozine purges the body of nicotine, breaking the cycle of physical addiction.

“For the first time ever, an all-natural, highly successful smoking-cessation aid is available to consumers,” says Harvey Fine, President and CEO of Fine Pharmaceuticals. “Through this unique combination of dandelion extracts, Nicotrol creates a dual-action effect. It gently removes addictive nicotine from the body while working on specific receptors in the brain which crush craving sensations.”

In extensive clinical trials, which included a large percentage of heavy smokers, 97% of participants stopped smoking in seven days or less. Participants who stopped smoking while using Nicotrol remained tobacco-free for greater than 12 months. In addition, patients utilizing Nicotrol's all-natural formula reported absolutely no side-effects from treatment.

This product, approved by the FDA in August of 2007, is available only by prescription. When used as directed, Nicotrol takes effect in seven days or less, offering simple, effective results. In comparison to other methods of smoking-cessation, the choice seems clear. Nicotine gum takes longer than several weeks to become effective, where the entire Nicotrol treatment lasts just one week. Nicotine patches come in a variety of different formulas and utilize a “step-down” process. Patches often do not curbing cravings and are not nearly as effective. Nicotrol comes in one standard concentration, controls cravings and offers a high success rate. Finally, while combination therapy of patches and anti-depressant drugs can be cumbersome and expensive, Nicotrol's once a day formula is simple and easy to use.

Nicotrol also offers the most affordable method to quit smoking on the market. The one week program costs \$150, about the same amount as a “pack-a-day” smoker will spend on cigarettes in a year. This same amount will cover approximately two weeks worth of smoking-cessation gum, but with only a 10 to 15% success rate. Patches cost equally as much, however treatment is over several weeks and different strengths of patches must be purchased. Patches also have many side-effects like headache, dizziness, burning skin and blurred vision, where Nicotrol users experienced no side-effects whatsoever.

Currently, most insurance companies do not offer compensation for smoking- cessation aids. Fine Pharmaceuticals, however, anticipates this will change.

Harvey Fine states, “We hope by offering a highly effective product, insurance companies will reassess coverage of smoking-cessation prescriptions. By adding Nicotrol to hospital formularies and thereby reduce consumer cost, health insurance carries can offer an affordable option to their customers in the battle to quit.”

Fine Pharmaceuticals, a Pittsburgh-based company, continually creates innovative medicine for people worldwide. Opening in 1938, Fine has remained committed to creating quality products which enhance well-being, while making minimal impact on our environment. The company is the leader in pharmaceutical research in the mid-Atlantic region, with annual revenues of over \$400 million. The company’s stocks are publicly traded on the New York Stock exchange, under the symbol FPCX.

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