

Nicotine Replacement Therapy vs. Cigarettes

Pharmaceutical NRT	Cigarettes
Subject to strict regulations, including safety standards for use	Limited regulatory control with no safety standards for use.
Low potential of addiction	High potential of addiction
Advertised on broadcast and print media.	Advertised on print media only; radio and TV advertising not allowed.
Flashy advertising, targeted to current adult smokers	Flashy advertising for various markets – youth and adults.
Slow nicotine absorption rates	Fast nicotine absorption rates
Rigorous manufacturing standards	Non-rigorous manufacturing standards
Designed to treat nicotine dependence.	Designed to create and maintain nicotine dependence.
Safe if used as intended	Hazardous if used as intended
Available over the counter (OTC) and by prescription only, depending on product.	Available over the counter (OTC)
Never sold in vending machines.	Sometimes sold in vending machines.
Select distribution points	Wide distribution points
Marketed with a health message	Not marketed with a health message
Designed for short-term use.	Designed for long-term use.
Relatively few choices regarding brands	Hundreds of choices regarding brands
Available only in multi-unit packaging	Available in multi-pack packaging and individual packs.
Generally restricted to adult (over 18) use.	Legally restricted to adult (over 18) use. ID often required.
Costly up front, but comparable to cigarettes over time	Generally sold in less expensive packets as well as cost-saving, multi-pack cartoons

Source: Based on Warner, et al. 1997, 1998
