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# J&J's Nicorette Becomes World's First Licensed Vaping And Smoking Cessation Therapy

by [David Ridley](#)

J&J's OTC nicotine replacement therapy brand Nicorette goes from strength to strength in the UK with a world-first approval from the country's medicines regulator for its Quickmist product for vaping cessation.

The UK's Medicines and Healthcare products Regulatory Agency (MHRA) has approved the use of Johnson & Johnson Nicorette QuickMist Mouthspray as a way for people to give up vaping.

With this approval, Nicorette QuickMist Mouthspray becomes the world's first nicotine replacement therapy (NRT) for both vaping and smoking cessation.

“Quitting nicotine is one of the hardest things a person can do so I'm proud that we've pioneered the first and only licenced medicine for vaping cessation,” commented J&J's head of marketing for Northern Europe Hannah French

“The Nicorette brand has more than 40 years of research, insight, and experience in supporting smokers and with almost one in three vape users in the UK looking to quit nicotine completely, we are delighted to now support all nicotine users in their journey to quit nicotine for good,” added French.

## Clinical Trial

The approval was based on a successful a double-blind randomized clinical trial, which J&J says showed that QuickMist helped reduce nicotine e-cigarette cravings by at least 50% in eight out of 10 vape users.

Conducted with a total of 216 vapers, QuickMist was found to start to relieve cravings within 30 seconds, the company reported.

“Nicotine dependence can drive vaping in the same way it drives smoking, with nicotine withdrawal effects and cravings making quitting difficult,” explained J&J’s Mark Watt. “So for many it’s about tackling one craving at a time in their journey to quitting.

“This was the reason our study looked at how Quickmist relieved e-cigarette cravings,” continued Watt, who is responsible for medical affairs at Johnson & Johnson Consumer Services EAME Ltd.

“We showed QuickMist can start to relieve e-cigarette cravings in vape users in 30 seconds,” he added. “It was robust science from a good study, with a clear finding, and helped us get the first license for a therapy to help vapers.”

## **Range Expands**

J&J recently expanded its Nicorette QuickMist brand in the UK with new pack sizes.

Last summer, the MHRA approved the firm’s application to add three new pack sizes (3, 4 & 6 canisters) to the licence for GSL products Nicorette QuickMist 1mg/spray mouthspray and Nicorette QuickMist Smart Track 1mg/spray mouthspray.

With no new or unexpected safety concerns identified, the regulator said the benefits of having Nicorette QuickMist and Nicorette QuickMist Smart Track available in larger pack sizes to relieve and or prevent cravings and nicotine withdrawal symptoms outweigh the risks.

Nicorette QuickMist has been marketed in the UK for over a decade. The range was expanded with the Smart Track product in 2020 which the firm has described as “the world’s first connected OTC medicine.”

Combining a nicotine spray delivery system with trackable digital health app technology, Nicorette QuickMist SmartTrack leverages the power of personalization to help “provide motivation and encouragement to quit smoking for good,” according to J&J. (Also see "[UK Product Approvals: J&J Expands Sudafed And Nicorette Offerings](#)" - HBW Insight, 16 Aug, 2022.)