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Our ref: AD.nicorettequickmist.082014

Date: 28 August 2014

Dear Dr Nelson

Nicorette QuickMist 'Don't Vape. Quit for Good.' advertisement

Thank you for your e-mail dated 4 August 2014 about the advertising for Nicorette QuickMist.

We have been in correspondence with the advertiser and have completed our investigations. Following our review of the material and careful consideration of your and the advertiser's comments we have decided not to take any further action with regard to this material.

Based on the information available to us and the current state of scientific knowledge, this complaint was not upheld. Should you, however, be dissatisfied with the outcome of this complaint and wish to raise any further concerns in this matter and produce new evidence, the MHRA would be prepared to re-open the case.

A summary of the outcome of this complaint is also attached. This will be published on our website within the next month. Any comments you may wish to provide must be done so in writing by **4 September 2014**. However, we reserve the right to publish.

Thank you for bringing this matter to our attention.

Yours sincerely



Mrs Aisha Dewangree
Assessor, Advertising Standards Unit
Vigilance and Risk Management of Medicines

SUMMARY REPORT FOR PUBLICATION

Nicorette QuickMist (nicotine), consumer advertisement, August 2014

An individual complained to the MHRA about an advertisement for Nicorette QuickMist produced by Johnson & Johnson Ltd for consumers, which appeared on a Northern Line tube train in July 2014. The complainant was concerned that the headline "Don't Vape. Quit for Good." was inappropriate, misleading and potentially harmful. The complainant alleged that the advertiser had no evidential basis for positioning its product as an alternative to vaping (using an electronic cigarette) or providing messages to consumers that were negative about vaping.

The MHRA did not uphold the complaint and considered that the advertisement was designed to encourage current smokers to quit using an authorised medicine, rather than choosing to vape, and that the claim 'quit for good' was consistent with the product's licensed indication for use as a stop smoking aid. No electronic cigarette product is currently available as a medicine for use as a stop smoking aid.

Date case raised: 5 August 2014

Date action agreed: 15 August 2014