

***How to Use Nicotine Gum*** video

AUDIO: Music without lyrics playing through end of video.

TITLE ARTCARD - TEXT ON SCREEN: How to Use Nicotine Gum

VISUALS: Title text is in a box. Background is animated with small colored squares (pieces of gum) crossing diagonally behind the box.

TEXT ON SCREEN: Begin using the nicotine gum...

VISUALS: A foil pack of nicotine gum rests against a book. An arm enters the frame, with the hand picking up a piece of the gum.

TEXT ON SCREEN: on your quit date.

VISUALS: The hand moves up toward a man's open mouth and drops the gum into the mouth.

TEXT ON SCREEN: Bite down slowly...

VISUALS: A mouth with teeth chews the gum.

TEXT ON SCREEN: a few times until you have...

VISUALS: Mouth continues to chew the gum.

TEXT ON SCREEN: a slight tingling in your mouth.

VISUALS: The man chews the gum.

TEXT ON SCREEN: Park the gum...

VISUALS: The man closes his mouth with the gum inside.

TEXT ON SCREEN: between your cheek and gum.

VISUALS: The man moves the gum between his cheek and gum inside his mouth.

TEXT ON SCREEN: Hold for a minute to absorb nicotine.

VISUALS: The man doesn't move his mouth, while the hands of a clock in the background move from 10:09 to 10:10.

TEXT ON SCREEN: Then repeat until tingling stops.

VISUALS: The man resumes chewing the gum.

TEXT ON SCREEN: Do not eat or drink for 15 minutes before or during use.

VISUALS: Various food, beverage, and flatware items make up a background graphic.

TEXT ON SCREEN: Proper use will help you avoid side effects...

VISUALS: Solid background.

TEXT ON SCREEN: and stay quit.

VISUALS: Arm enters frame with its hand in a “thumbs up” gesture.

END ARTCARD 1 – TEXT ON SCREEN:

For more help using medicines to quit smoking

Call 1-800-QUIT-NOW

Visit [CDC.gov/quit](https://www.cdc.gov/quit)

VISUALS: Text is in a box. Background is animated with small colored squares (pieces of gum) crossing diagonally behind the box.

END ARTCARD 2 – TEXT ON SCREEN:

This video is a part of the SmokeFreeVET partnership between the Department of Veterans Affairs and the National Cancer Institute’s Smokefree.gov Initiative.

CDC does not endorse any particular organization, product, or service.

VISUALS: Joint logo of the US Health and Human Services and the Centers for Disease Control and Prevention.