

International Quit&Win 2006 Smoking Cessation Competition Uses NicCheck To Confirm Smoking Cessation

Mossman Associates, Inc.
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Wed Mar 01 2006] Mossman Associates, Inc. announced today that the International Quit&Win 2006, a world wide smoking cessation competition, has chosen NicCheck I once again to be the test they used to confirm smoking cessation. The program which takes place every 2 years is sponsored by National Public Health Institute, KTL of Helsinki, Finland in collaboration with WHO (WHO/HQ/NPH). Quit&Win is a "Practical Collaboration For Global Tobacco Cessation" and a cost-effective way to reduce smoking among the population. The international experience shows that Quit&Win can easily be implemented in different populations and cultures.

All contestants had smoked daily for at least one year and are 18 years of age or older. The contestants are required to abstain from smoking for at least four weeks, which is verified with a urine test among the winners. The test chosen once again is NicCheck.

Quit&Win has rapidly grown in popularity as a practical international smoking cessation activity. Quit&Win began in 1994 with just 13 countries participating. Since then, the competition has taken place internationally every two years. For more information please visit <http://www.quitandwin.org/portal/en/news/?id=52>

Donald Mossman, President of Mossman Associates is quoted as saying "We are pleased to be involved with this important project once again and we dedicate 2006 to becoming more involved with smoking cessation projects in general. We have seen how our test can be used to enable doctors and eventually the smoker themselves to better determine the amount of Nicotine Replacement Therapy they require and also how the test can be used as a positive reinforcement tool in this difficult process. We feel strongly that the addition of NicCheck to the tools currently available will be an aid in the successful completion of anyone's smoking cessation efforts".

Related Links

www.nicotinetesting.com

www.mossmanassociates.com

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