

SMOKING CESSATION



**A PROSPECTIVE STUDY
DEMONSTRATING THE EFFICACY
OF A NOVEL MULTI-MODAL
TECHNIQUE FOR SMOKING
CESSATION THERAPY**

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Disclaimer

- ▣ No financial interest in SmokeStik[®]
- ▣ No financial interest in Pfizer

Study Design

Multi-modal study



Cognitive Behavioural Therapy



Electronic Cigarette

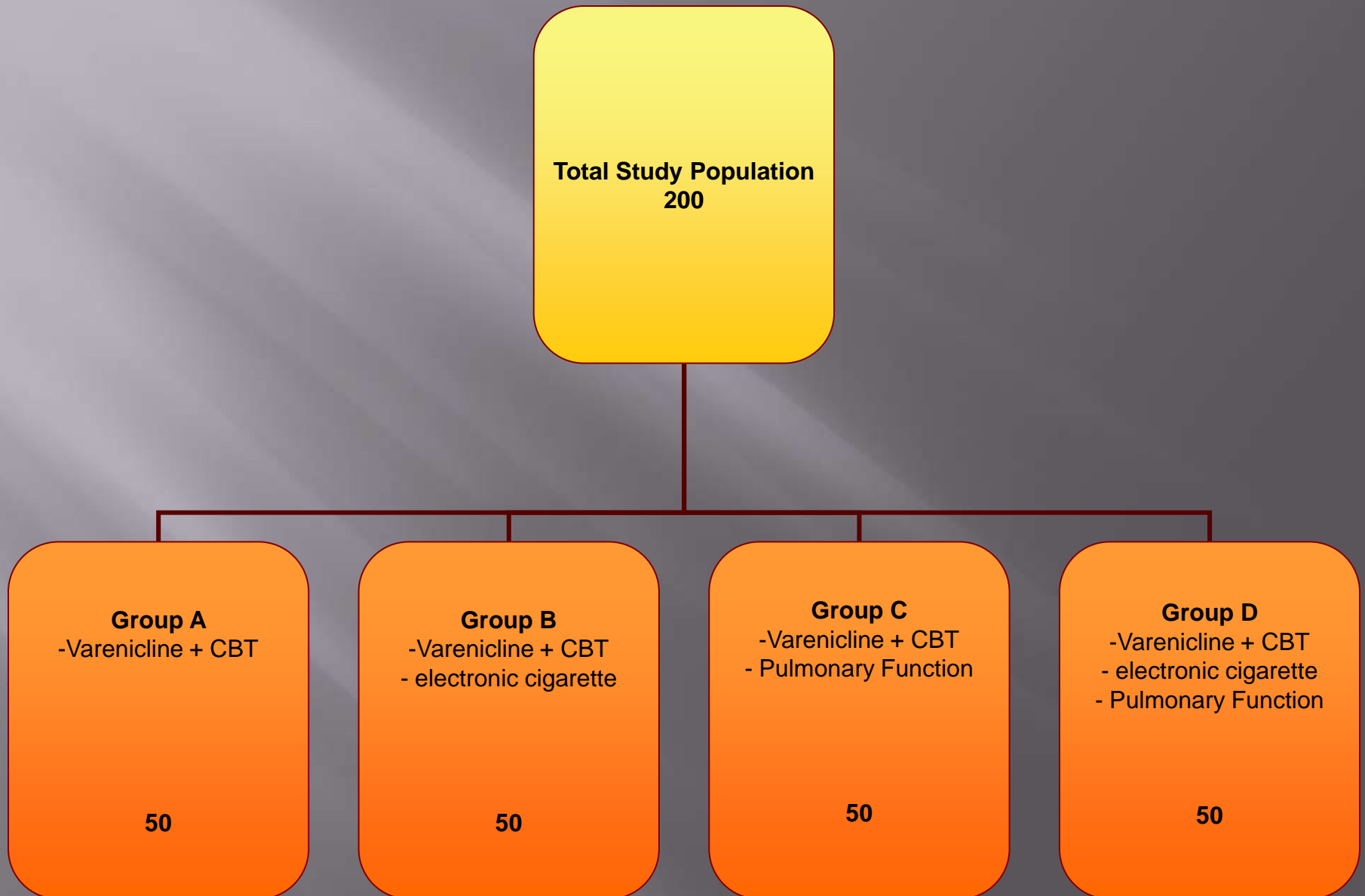


Varenicline



Pulmonary Function Testing

Study Design



Primary Endpoints

- Overall smoking cessation rates* at end of treatment
- Overall smoking cessation rates at one year post treatment
- Smoking Cessation rates in each treatment arm at end of treatment
- Smoking Cessation rates in each treatment arm at one year post treatment
- The degree to which using an electronic cigarette affects smoking cessation above baseline of standard CBT and varenicline
- The degree to which knowing lung age affects smoking cessation above baseline of standard CBT and varenicline
- The degree to which using a combination of electronic cigarette and lung age affects smoking cessation above the baseline of standard CBT and varenicline.



Electronic Cigarette

Unique approach to addressing a specific behaviour cycle (cued conditioning)

Closely resembles the appearance of a cigarette

Propylene Glycol vapour



Cognitive Behavioural Therapy

Combination of Cognitive Therapy along with Behavioural Therapy

CBT achieved smoking cessation rates of 8 – 43%

CBT has become 1st line

Pharmacotherapy



Varenicline

Partial agonist at the $\alpha 4\beta 2$ nicotinic acetylcholine receptor

Twice as effective as bupropriion



Pulmonary Function Testing

Lung Age (predicted vs. actual FEV1)

Spirometric Measure

Telling a 55-year old male smoker that his lung function is that predicted for a 93-year old v.s. that his FEV 1.0 is 77% of predicted.

Pilot Study

Total Study Population
8

Group D
-Cognitive Behavioural Tx
- Varenicline
-Pulmonary Function
- Electronic Cigarette
8

Primary Endpoints

- Overall smoking cessation rates at end of treatment
- safety of electronic cigarette in terms of Propylene Glycol blood levels

Demographics

- Average Age: 43
- Average amount smoked daily: 17 cigarettes / day
- Average age started smoking: 16.7
- Percent of patients who made a quit attempt: 100%
- Number that had tried an e-cigarette: none
- Number that had CBT: none
- Number that had PFT / Lung age: none
- Number that had Varenicline: one

Results

- All but one quit in the first 4 weeks.
- Average age: 43
- Average Lung age: 44 pre study
- Average Lung age: 38 post study
- Negative blood levels of PG at 3 points in study
- No significant mood disturbance on BDI

Discussion

- Multi-modal therapy was well received by the pilot group
- Electronic Cigarette appears safe and effective
- No appreciable side effects of Varenicline.

Next Steps

- Recruitment already started for larger, multi-centred trial
- impact of individual components will be quantified
- improvement in e-cigarette manufacturer (tobacco tasting)