

## Methods for Quitting Tobacco

### What's right for you?

There are three ways that people typically use to quit tobacco.

- cold turkey,
- nicotine fading, and
- tapering off.

Most people try to go “**cold turkey**,” which means they decide to give up tobacco abruptly and totally all at once. Going *cold turkey* has been very successful – put the tobacco in the trash can on your quit date; say goodbye, and be done with it – that’s cold turkey.

But, there is no right way for everyone. If going “cold turkey” doesn’t appeal to you, try the nicotine fading or tapering off methods described below.

**Nicotine fading** is for those who smoke cigarettes. It involves switching to a cigarette with a lower level of nicotine so you can bring your addiction to nicotine down before you quit smoking. Here’s how it works:

- If you’re smoking a high-nicotine brand, switch to a medium-nicotine brand.
- If you’re smoking a medium-nicotine brand, switch to a low-nicotine brand.
- If you’re smoking a low-nicotine brand, just switch to a different low-nicotine brand.<sup>1</sup>

On the next page, you will find a list of cigarette brands by nicotine level, which we have obtained from the American Lung Association’s *Freedom from Smoking* website. If your brand is not listed, follow these guidelines:

- If it’s an unfiltered cigarette or if it’s filtered and does not contain the words “light” or “ultra light,” count it as a high-nicotine brand.
- If it’s a filtered cigarette and contains the word “light” or “mild,” assume it’s a medium-nicotine brand.

- If it’s a filtered cigarette and contains the words “ultra light,” assume it’s a low-nicotine brand.

If you decide to try nicotine fading, make sure you **do not**:

- switch from a high-nicotine brand directly to a low-nicotine brand,
- smoke more cigarettes than you normally do, or
- inhale more often or more deeply.<sup>1</sup>

**Tapering off** works in a similar way to nicotine fading, but rather than reducing the nicotine level, you reduce the amount of nicotine you’re using. Tapering off can be used for all types of tobacco use since you just reduce the amount (e.g., fewer cigarettes or cigars, less chew or snuff, etc.). This method also helps you gradually reduce the amount of nicotine in your body, preparing you for your quit date when you will stop using tobacco completely.

Tapering off may look different for you than for another person depending on how much tobacco you use each day. Start gradually; then taper off as much as you can before your quit date, when you will quit tobacco for good.



### Nicotine Fading

(Source: American Lung Association’s [Freedom from Smoking online program](#))

Start your nicotine fading by finding the cigarette brand on the following list that you are now smoking. If you’re smoking a high-nicotine cigarette, choose one of the low-nicotine brands to smoke this week. If you’re smoking a medium-nicotine cigarette, choose a low-nicotine brand to smoke this week. You will cut your daily nicotine dose by about 1/3 when you switch to a lower nicotine level. If you’re starting with a low-nicotine cigarette, switch to another low-nicotine brand for this week.

High-Nicotine Brand	Medium-Nicotine Brand	Low-Nicotine Brand
Alpine	Belair	Benson & Hedges Ultra Lights
American	Benson & Hedges Lights	Bright 1 100's
Austin	Cambridge Lights	Carlton
Benson & Hedges	Camel Lights	Cost Cutter Ultra Lights
Best Buy	Capri	Doral Ultra Lights
Best Value	Century Lights	Famous Value Ultra Lights
Cambridge	Cost Cutter Lights	Gridlock Ultra Lights
Camel	Falcon Lights	Doral Ultra Lights
Century 25's	Famous Value Lights	Merit Ultra Lights
Chesterfield	Fiesta	Now
Convoy	Kent Golden Lights	Salem Ultra Lights
Cost Cutter	Kim	Triumph
Craven A	Kool Lights/Mild	True
Dunhill	L & M Lights	Vantage Ultra Lights
Ell Cutter	Lucky Strike Lights	Virginia Slims Ultra Lights
English Ovals	Magna	Winston Ultra Lights
Eve Sim Lights	Malibu Lights	
Famous Value	Marlboro Lights	
Gridlock	Merit	
Harley Davidson	More Lights	
Herbert Tareyton	Newport Lights	
Hi-Lite	No Frills	
Kent 100's	Old Gold Lights	
Kool	Pall Mall Lights	
L&M	Parliament Lights	
Lark	Pyramid Ultra Lights	
Lucky Strike	Raleigh Lights	
Malibu	Richland Lights	
Marlboro	Ritz	
Max	Royale Lights	
More	Salem Lights	
Newport	Saratoga	
Old Gold	Satin	
Pall Mall	Silva Thins	
Philip Morris	True 1 100's	
Players	Vantage	
P.M. Blues	Viceroy Lights	
Richland	Virginia Slim Lights	
Salem	Winston Lights	
Spring		
Stride		
Tall		
Tareyton		

**If your brand is not listed above, here is a general rule of thumb to follow: medium-nicotine brands are often labeled "lights" and low-nicotine brands are often labeled "ultra-lights."**

**Source:**

1. American Lung Association (2004). Nicotine. Retrieved March 11, 2005. From <http://www.lungusa.org/site/pp.asp?c=dvLUK9O0E&b=39202>.

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