

Dun Rite Technique Launches Campaign to Promote Nicotine Replacement Therapy

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Dun Rite Technique, an online organization that advocates against smoking, has launched a campaign to promote the use of Nicotine replacement therapy as an aid of helping people to quit smoking. The campaign is being driven online with the partnership of other organizations that advocate against smoking.

"If your resolution to quit smoking every year fails, we are advocating for the use of Nicotine replacement therapy. Our campaign involve educating people about where to get Nicotine patches and how to use them. For those not aware, our information booklet has been running a series of articles about nicotine patches and its success," said Vincent, volunteer.

The campaign comes at a time when the use of Nicotine replacement therapy is at an all-time high. According to Vincent, the success rate to quit the smoking is quite high with Nicotine. In another research study for instance, it has been found that nicotine patches alone has a success rate of 19%. But when used alongside other product, the success rate of such a person mounts to more than 50%.

"Based on its effectiveness, we feel that now is the best time to quit smoking. It is all about people willingness to quit cigarettes. We are targeting every single person to join our campaign. People who want personal guidance on how to use nicotine replacement products can also reach us through our social media pages," Griffin, another volunteer said.

According to health experts, the nature of these patches by itself makes them appealing to smokers. Usually, the products come in the form of bandage-like strips. The strips are often so thin that most people can recognize them from a few meters away. They work by dropping an adhesive layer of nicotine into the blood of the smoker, thus helping them reduce the urge to take actual cigarettes. In countries like the UK, patches are used by almost half of all people trying to quit smoking. This has seen cigarette smoking drop by about 20% in the last couple of years.

"We shall be reaching out to the teens, to adults and the elderly alike. Our aim is to help everyone who have

the will to quit smoking. If possible, we shall run the campaign all year long for better results,? Ms. Miller noted.

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