

Want to quit smoking? Research shows quit medication combined with professional counselling will give you the greatest chance of success

As part of National Non-Smoking Week, London Drugs is encouraging smokers to take advantage of complimentary quit coaching and support available at pharmacies

January 25, 2018, Richmond, BC - There is no one-size-fits-all solution to quitting smoking but there are many evidence-based ways to increase your chances of quitting success.

Research demonstrates the strongest approach to smoking cessation is to combine quit medication with quit counselling.

As part of National Non-Smoking Week, which runs January 21st to January 27th, London Drugs is encouraging smokers to take advantage of complimentary smoking cessation counselling available at pharmacies.

As medication experts within the broader health care team, pharmacists are well-suited to advise patients about selecting a nicotine replacement therapy. They can also provide practical tips and advice to help people reduce/quit tobacco; develop personalized quit plans to help people stop smoking; and offer information about the B.C. Smoking Cessation Program for nicotine replacement therapy.

“Smokers who receive professional guidance and support have a much greater chance of successfully quitting,” says London Drugs Pharmacist, Gianni Del Negro. “We are committed to making our counselling programs as accessible as possible to those ready to overcome their addiction.”

London Drugs has joined forces with QuitNow, a provincially-funded program delivered by the BC Lung Association, to support British Columbians in their efforts to quit. Eligible BC residents can also receive government financial support covering 100% of the cost of nicotine replacement therapy (specific nicotine gum, lozenges, patches, inhaler), or contributing to the cost of specific smoking cessation prescription drugs.

London pharmacists have conducted many smoking cessation consultations with patients throughout the province. Over 10,000 smoking cessation consultations were conducted last year alone.

ABOUT LONDON DRUGS

Founded in 1945, B.C.-based [London Drugs](http://www.LondonDrugs.com) has 80 stores in more than 35 major markets throughout British Columbia, Alberta, Saskatchewan and Manitoba including its online store www.londondrugs.com London Drugs offers consumers a range of products from digital cameras and cosmetics to computers and televisions. Renowned for its creative approach to retailing, the company employs more than 7,500 people with pharmacy and health care services being the heart of its business. Committed to innovation and superior customer service, London Drugs has established itself as a reputable and caring company and continues to position itself for future growth and development. For more information, visit www.LondonDrugs.com.

-30-

Representatives from QuitNow and London Drugs are available for interviews regarding smoking cessation and National Non-Smoking Week.

For more information or to arrange an interview, please contact:

Cynnamon Schreinert

604-802-2733

cynnamon@hartleypr.com

Photo Inclusions:



London Drugs Certified Tobacco Educator Penny Lehoux, and QuitNow Health Promoter, Tracey Jirak.