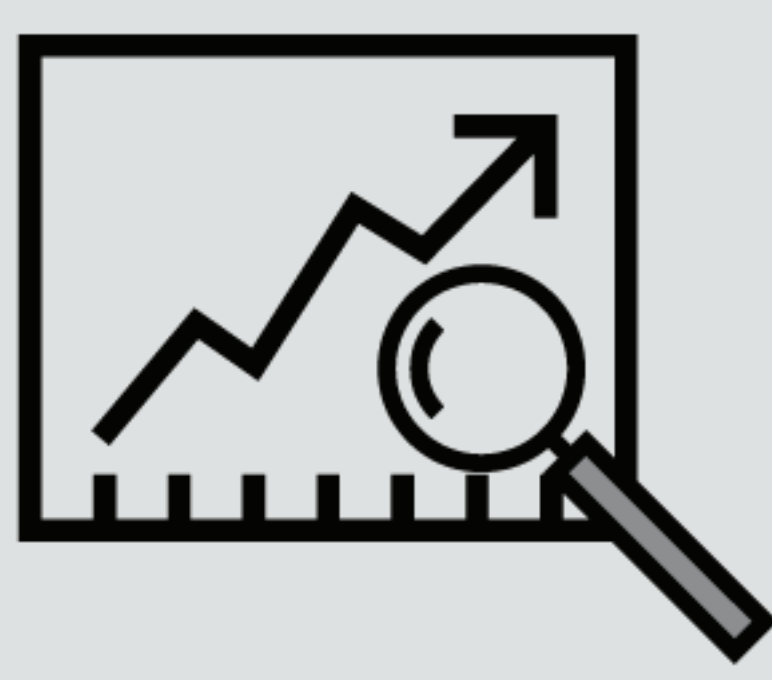


CVS Health quit tobacco and we helped smokers quit, too



CVS Health is committed to helping people on their path to better health. Selling tobacco conflicted with our purpose, so in 2014, we removed tobacco products from CVS/pharmacy® retail locations nationwide.

Smoking is the leading cause of preventable death and disease in the US. Smoking causes:



We believed that restricting access to tobacco would have a positive impact on public health. **And it did.**

To measure that impact, we evaluated:



Sales of cigarette packs



Unit sales of nicotine patch packages

In states where CVS/pharmacy has greater than 15% market share²:



Cigarette pack sales



↓ **1%**
decrease

over the 8 months since the tobacco removal

That's 5 fewer packs per smoker

and **95M** fewer packs overall*

Unit sales of nicotine patch packages



↑ **4%**
increase

in the month following the tobacco removal

That's an additional 5 packages sold for every 1K smokers



We are committed to helping smokers quit.

We know that **nearly 70%** of smokers have the desire to quit³ and we want them to be successful. Because not every smoker will succeed with the same approach, we offer a variety of services and resources:



Smoking cessation education through the **MinuteClinic Start to Stop®** program, which has nearly doubled the number of monthly visits⁴



CVS pharmacists, who have counseled more than **260K** patients and filled nearly **600K** nicotine replacement therapy (NRT) prescriptions⁴



OTC nicotine replacement products



Dedicated quitline and Online Cessation Hub on **CVS.com**

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Discover more:
www.cvshealth.com



*In states where CVS/pharmacy has greater than 15% market share.

Sources:

1. Centers for Disease Control and Prevention. Quick stats: number of deaths from 10 leading causes - National Vital Statistics System, United States, 2010. Morbidity and Mortality Weekly Report, 2013;62:8.
2. Impact of the CVS tobacco sales removal on smoking cessation: when CVS Health quit tobacco, many smokers quit, too. Polinski JM, Howell B, Brennan TA, Shrank WH.
3. U.S. Department of Health and Human Services. www.cdc.gov/tobacco/data_statistics/sgr/50th-anniversary/index.htm The Health Consequences of Smoking - 50 Years of Progress: A Report of the Surgeon General. Atlanta: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2014.
4. CVS Health internal data, Sept. 2014 - Sept. 2015.

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