

Are Instructions for Over-the-Counter Nicotine Replacement Therapy Products Readable?

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Objective: To examine readability characteristics of step-by-step directions presented in “How to Use” sections of over-the-counter (OTC) nicotine replacement therapy (NRT) products. **Methods:** Step-by-step directions of all (n=6) currently available OTC NRTs were assessed on reading grade level, text point size, dimensions, and illustrations. **Results:** The mean readability was at grade level 10.5 ± 0.8 , whereas the aver-

age text point size was 9.2 ± 1.3 . Two OTC NRT products provided illustrations to supplement step-by-step directions. **Conclusion:** As currently presented, the readability characteristics of “How to Use” sections of OTC NRTs do not facilitate consumer understanding.

Key words: cigarette smoking, nicotinic agonists, over-the-counter, smoking cessation

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