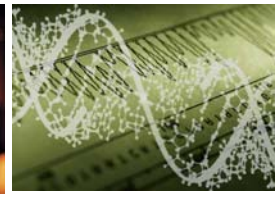
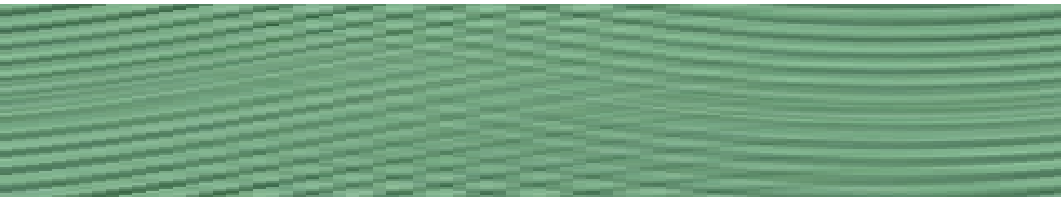


Smoking Cessation:

Next-Generation Targets and Therapies



Report Prospectus



Applied Data Research

Smoking addiction is the greatest single cause of self-inflicted morbidity and mortality

Estimates of the number of smokers that will die in one form or another from their habit range as high as fifty percent

The new generation of smoking cessation therapies that includes neuroreceptor modulators, enzyme inhibitors, therapeutic vaccines, glycine antagonists, and several drug combination products

Sector competitors are approaching the smoking cessation market from a variety of therapeutic directions

Applied Data Research is pleased to announce the publication of a new market study. **Smoking Cessation: Next-Generation Targets and Therapies** is a comprehensive evaluation and analysis of a new generation of therapeutic drugs with the potential to free smokers from the chemical effects of nicotine addiction. The report documents the results of a just-completed survey that examines more than a dozen development-stage smoking cessation therapeutic drugs against the backdrop of the biochemical, genetic, and psychosocial factors influencing hundreds of millions of habitual smokers worldwide.

Published in February (2007), the report has been designed and developed to provide drug developers, pharmaceutical company decision makers, clinical trial managers, and industry strategists with a detailed understanding of the commercial potential of new-generation smoking cessation drugs, and their therapeutic potential to stem the tide of smoking-related morbidity and mortality. Provider organization business managers, healthcare administrators and investors will also benefit from this publication.

Identifying New Targets to Treat Addiction

The plight of the addictive smoker stands alone in the annals of human history as the greatest form of self-inflicted physical damage ever known. Even in the modern era of soft tissue diagnostic imaging and point-of-care diagnostics, estimates of the number of smokers that will die in one form or another from their habit range as high as fifty percent. It is now understood that smokers suffer from a form of chemical dependency not unlike other well-accepted substance addictions. Recent decades have seen the availability of products that attempt to assist smokers who want to break free of their habit, most notably the gums, patches and inhalers of nicotine replacement therapy. Now a new generation of therapeutic products – one approved and numerous others in development – that treat smoking addiction at the biochemical level represent hope for the legions of smokers who want to break free of their addiction. These therapies – a group that includes neuroreceptor modulators, enzyme inhibitors, and therapeutic vaccines – are approaching this market from more than a half-dozen directions. Their developers include Big Pharma, European biotechnology, and private companies with limited capitalization. All are working toward a market with a total world value in the billions.

Executive Summary

Smoking Cessation Market Overview

- Smoking Population Demographics
- Smoking Addiction Economics
- Current Approaches to Smoking Cessation
- OTC Products Currently Dominate
- Market Drivers
- Competitive Landscape

Clinical Aspects of Smoking Addiction

- Genetic Factors
- Psychological Factors
- First-Line vs Second-Line Medications
- Treatment Issues
 - Reimbursement
 - Side Effects
 - Relapse Rates

Current Treatments for Smoking Cessation

- Nicotine Replacement Therapy (NRT)
- Antidepressants (Bupropion)
 - Wellbutrin
 - Zyban
- Clonidine
- Mecamylamine
- Nortriptyline
- Chantix – A Nicotinic Receptor Agonist (Pfizer)

Emerging Approaches to Smoking Cessation & their Commercial Potential

- Therapeutic Vaccines
 - Targets and Technology
 - Clinical Status
- Neuroreceptor Antagonists
 - Targeted Receptor Classes
 - Therapeutic Mechanisms
 - Relative Risk Assessment
- Glycine Antagonists
- MAO Inhibitors
- Nicotine Metabolism Inhibitors
- D3 Receptor Ligands
- Other Targeted Approaches

Market Factors

- FDA Regulations
- Clinical Trial Issues
- Patient/Consumer Sentiment

Development-Stage Smoking Cessation Treatments

- Vaccines
- D1 Selective Antagonists
- CB1 Receptor Antagonists
- Opioid Receptor Antagonists
- Improved NRTs
- Glycine Antagonists
- Combination Products
- Other Candidates

Smoking Cessation – Company Profiles

Detailed Profiles of Fifteen Market Sector Participants

Market Data

The study presents qualitative and quantitative data and information on key market measures and benchmarks:

- Smoking Cessation Market Dynamics & Sensitivities
- Approved Product Market Analysis
- Development-stage Product Assessments
- Therapeutic Target Analysis
- Commercialization Strategies
- Third-party Stakeholders
- Market Participant Profiles
- Clinical & Economic Factors
- Competitive Landscape
- Derivative Indications
- Market Share Data
- Technology Risk Factors
- Regulatory Risk Factors

Forecasts and projections cover the period from 2007 to 2010.

Methodology

Research methodology is based on primary research in the form of in-depth interviews with key market participants, technology developers, supply chain participants, industry experts, and market influencers, a list that includes regulatory officials, industry trade groups, and standards organizations.

Primary data is evaluated and normalized against secondary sources including trade journal articles, technical literature, industry publications, company data sheets and published information, and statistical data from government agencies and trade associations.

Forecasts and projections of market demand and future market activity are derived using standard modeling and statistical techniques.

Feature Summary

- Analyzes and evaluates the market for smoking cessation pharmacotherapeutics and assesses the market potential for existing and probable future products
- Examines smoking cessation commercialization issues and evolving market factors
- Provides detailed status of smoking cessation drugs currently in development
- Forecasts the impact of new and emerging therapeutic products on the treatment for smoking cessation
- Profiles market participants, their technology, product development activity, and business strategies
- Evaluates the impact of economic, technology, and regulatory factors on the commercial potential of smoking cessation therapeutics

Report Format and Availability

This report is available in hard copy or electronic format. A site license for a single physical location and a global license are also available. Publication is scheduled for the first half of February, with availability on or before February 10th.

About Applied Data Research

Applied Data Research is a drug therapeutics consulting firm focused on medical market strategies, product commercialization, venture development, and market research. We assist medical market participants in achieving their business objectives through the creation of detailed business development strategies, product commercialization programs, and comprehensive market and technology research and analysis.

Our market research publications are designed, researched and written to provide timely and insightful information and data on focused market segments, with the aim of providing market participants with the essential knowledge necessary to refine and execute their marketing plans and achieve their financial targets.

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Smoking Cessation: Next-Generation Targets and Therapies

Format	Price (U.S. funds)	Quantity	Total
Hard Copy	\$2,250.00		
Add'l Copies	\$375.00		
Electronic	\$2,450.00		
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