BrainsWay Deep TMS™ for Smoking Addiction

The first noninvasive brain stimulation technology FDA-cleared to safely and effectively help patients overcome smoking addiction.

A Significant Unmet Need Exists in the Treatment of Smoking Addiction

› Prescription medications and nicotine replacement therapies (NRTs) do not work for many smokers, and present a wide range of debilitating side effects.

› Support groups and psychotherapy have limited success and are best implemented as adjunctive therapy to medication.

BrainsWay®
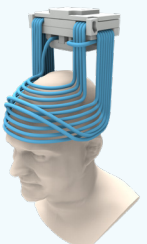
www.brainsway.com

BrainsWay Offers a New Tool to Treat Smokers Using Cutting-Edge Neuroscience

Deep TMS has significant advantages that address the limitations of traditional smoking addiction treatments.

› Clinically proven to help many patients who have previously failed to quit on Varenicline, Buproprion, NRTs, and psychotherapy

› Has none of the systemic side effects associated with medication

› Does not require self-monitoring of nicotine dosage

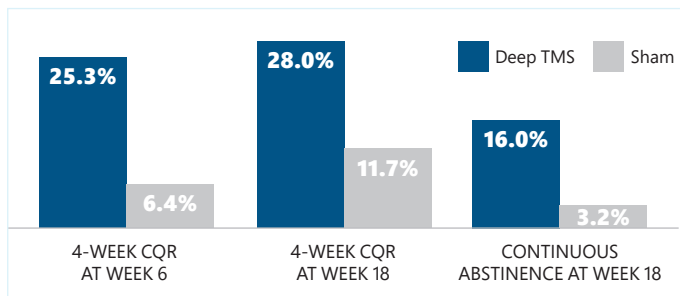## Deep TMS Treatment Stimulates Craving Centers Using the H4 Coil

› Treatment targets neurons in brain structures associated with addiction — specifically the bilateral insula and prefrontal cortex.
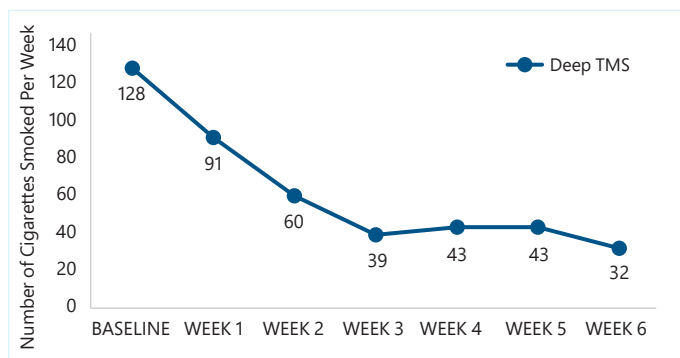
BrainsWay Deep TMS was Demonstrated Safe and Effective for Smoking Addiction in a Large Scale, Double-Blinded, Multicenter Randomized Controlled Trial

Study participants were highly addicted to smoking and treatment-resistant.

› **Nearly 1 in 3 patients** that completed 18 sessions **achieved 4 or more weeks of abstinence (CQR)**.

› **2 of 3 patients** who quit smoking after completing treatment, **remained abstinent for at least an additional 3 months**.

Deep TMS | Sham

	4-WEEK CQR AT WEEK 6	4-WEEK CQR AT WEEK 18	CONTINUOUS ABSTINENCE AT WEEK 18
Deep TMS	25.3%	28.0%	16.0%
Sham	6.4%	11.7%	3.2%

› The **average number of cigarettes smoked** per week **decreased** among the active treatment group **by 75%, from 128 to 32**.

› **Cigarette craving and consumption** were **significantly reduced** by as early as the 2nd week of treatment.

Number of Cigarettes Smoked Per Week — Deep TMS

	BASELINE	WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 5	WEEK 6
Deep TMS	128	91	60	39	43	43	32

› **No statistical difference was seen in adverse events** between the Deep TMS and Sham groups and no seizures were observed.

Offering Deep TMS for Smoking Addiction Positions You as a Leader in Brain Stimulation and Addiction Treatment in Your Community

BrainsWay's Practice Development Consultants work closely with you to build data-driven referral networks and optimize practice workflow, helping ensure a strong return-on-investment.

Learn more about offering Deep TMS treatment for Smoking Addiction in your practice

☑ **SPEAK** with a **BrainsWay representative**

☑ **SCAN** the **QR code** for more information

☑ **VISIT** the Knowledge Center at **www.brainsway.com**

☑ **CALL** us at **844-386-7001**

☑ **EMAIL** us at **DeepTMS@brainsway.com**

SCAN ME

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