



**Smoking  
Addiction**



# Are You Ready to Finally Quit Smoking?

**Get Help Overcoming Smoking Addiction  
with BrainsWay Deep TMS**



**BrainsWay®**

[www.brainsway.com](http://www.brainsway.com)

# Quitting Smoking is Hard!

Despite the prescription medication, over-the-counter nicotine replacement therapies, counseling options, and dedicated self-help apps, smoking addiction continues to be the leading cause of preventable disease and death throughout the world.

**BrainsWay Deep TMS offers a fresh approach that may help you quit smoking using cutting-edge neuroscience.**

Clinically proven and well-tolerated, Deep TMS is the first noninvasive brain stimulation technology that is FDA-cleared to treat smoking addiction.

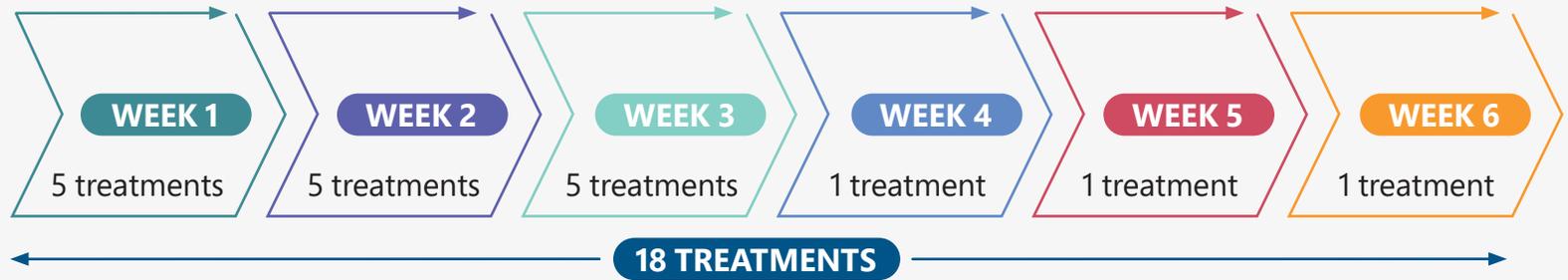
**Empower yourself to kick the habit with BrainsWay Deep TMS.**



# Short Treatment Sessions in Your Healthcare Provider's Office

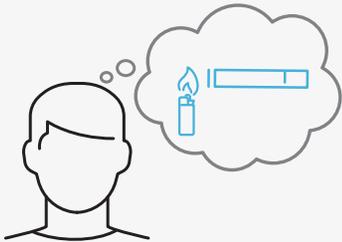
## Easily fitting into your daily routine

Deep TMS for Smoking Addiction consists of 18 sessions across a 6-week period.



## Each session typically takes 25-30 minutes and includes 3 steps

1



### Induce Craving to Smoke

Desire to smoke is provoked in order to activate the areas of the brain that control cravings, using a variety of visual and audio cues personalized to your smoking triggers.

2



### Stimulate Brain Targets with Deep TMS

The treatment coil delivers gentle electromagnetic pulses to key areas in your brain involved in addiction behaviors. These pulses feel like mild tapping on your scalp. You'll be comfortably sitting in a chair, awake and alert during the treatment.

3



### Conduct Motivational Counseling

Treatment is followed by a brief therapy discussion with the provider, reinforcing motivation to quit smoking and celebrating day-to-day progression.

# Clinically Proven to Help You Quit Smoking

Even among those who have not been successful with medication or therapy

A large study in 14 centers examined adults who had been long-term heavy smokers, all having failed prior quit attempts using medication, therapy, or other methods.

Of those that completed Deep TMS treatment,

**28%**

achieved four consecutive weeks without smoking, most of them not smoking for at least three months after treatment.<sup>1</sup>

Among all participants in the study,

the average number of cigarettes smoked per week over the course of treatment was reduced by

**75%**

## No Systemic Side Effects Commonly Found with Medication And well-tolerated with years of safety data supporting Deep TMS

Patients may initially experience minor headaches or pain at the site of treatment which typically subside after the first few sessions. Your healthcare provider will tailor treatment to minimize any potential discomfort. Patients can resume daily activities immediately after each treatment session.

<sup>1</sup>BrainsWay Data on File. Additional clinical data, including study participants in the ITT population, is available at [www.brainsway.com/treatments/smoking-addiction](http://www.brainsway.com/treatments/smoking-addiction).

# Learn More About Whether this Clinically Proven, Noninvasive Treatment is Right for You

## You can:

- ✓ **SPEAK** with your healthcare provider
- ✓ **SCAN** the QR code for more information
- ✓ **VISIT** [www.brainsway.com](http://www.brainsway.com)
- ✓ **CALL** us at 844-386-7001
- ✓ **EMAIL** us at [DeepTMS@brainsway.com](mailto:DeepTMS@brainsway.com)



Indication—BrainsWay Deep TMS is indicated by the FDA as an aid in short-term smoking cessation for adults. FDA 510(k) No. K200957

Safety Information—Patients should consult with their doctor before undergoing Deep TMS. The most common side effects include headaches and application site pain or discomfort. There is also a very rare risk of seizure associated with the treatment. Patients with metal in or around the head, such as in metal plates, implants, and stents, should not undergo Deep TMS treatment.



**BrainsWay**<sup>®</sup>

[www.brainsway.com](http://www.brainsway.com)