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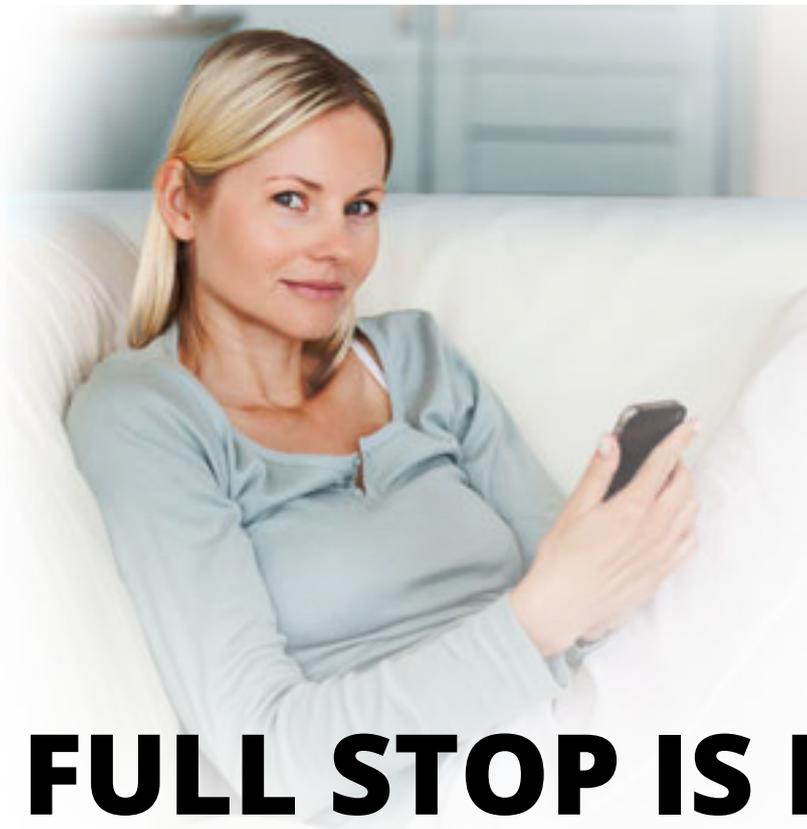
The world's best documented quit smoking program



# FULL STOP

Innovative use of psychology and technology

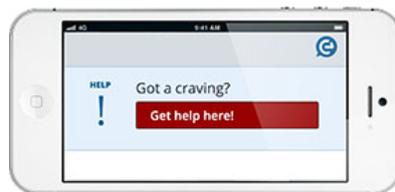




# FULL STOP IS DIFFERENT IN SO MANY WAYS

## Daily therapeutic sessions to overcome the psychological barriers to change

Full Stop is based on 30 years of research in psychology, neuroscience and smoking cessation. The unique daily sessions proactively help the user with the most important issue. To overcome the psychological processes and barriers that normally make you go back to the old habit.



### Monitoring and relapse prevention system

Even with the the daily therapeutic sessions people will have relapses. Full Stop has a monitoring system that detects when the user is struggling, providing special therapeutic treatment to strengthen willpower, motivation and mood to continue.

### Instant “Just in time therapy” against craving

The HELP button on the user’s mobile phone is available 24 / 7 to give individualized therapy against the recurring craving for a cigarette.

### Full Stop is fully automated

The program can be used on PCs, Macs, tablets or smart-phones and is fully automated. No meetings to attend, no coach to talk to and no medication. The psychology and technology is advanced, but the user experience is light, positive and the program is very easy to follow.

## Easychange. The scientific method behind Full Stop

Paal Kraft, Professor of Psychology, co-founder of Changetech.



Easychange, developed by Changetech from 2003-2009, is a patent pending method for designing behavior change interventions that actually reduce the psychological barriers to change. These barriers are the main reason why change of habits is so difficult.

## Results from user studies and Randomized Clinical Trials

Haavar Brendryen, PhD, executive conductor of the RCTs.



Two independent RCTs show that Full Stop is as effective as the leading prescription drugs, with a “No puffs 12 months after program” score of 20-22%. The results have been published in *Addiction*, the leading scientific journal in the domain and admitted into the Cochrane Library for excellent medical research. Different versions of the program have been used by over 2 million people world wide.

## Why Full Stop is so effective

Filip Drozd, PhD, executive conductor of intervention mapping.



Intervention mapping and analyses of the user’s path through the Full Stop program show the main drivers for effectiveness to be the monitoring and relapse prevention system, the therapeutic alliance created by the program, and the tone of voice. These studies have been published in *The Journal of internet medical research*.

See trials and research at [www.changetech.no](http://www.changetech.no). Click on LIBRARY

# THE KEY TO SUCCESSFUL CHANGE OF HABITS IS IN OUR BRAIN

During the last 30 years, research in psychology and neuroscience have identified over 60 different psychological barriers to habit change. And luckily over 600 different therapies, techniques and other ways to reduce or eliminate them. These are the keys to sustained change of habits and lifestyle, and the basis for all our programs.

## BASED ON RESEARCH AND EVIDENCE

Changetech has digitalized 30 years of research and invented Easychange, a proprietary patent pending method that allows us to create effective, fun, and easy-to-use programs that really help you change.

The effectiveness of all program components have been documented separately in clinical trials.

The performance of finished programs are documented in RCTs or user experience studies.

## Some of our other programs

Visit [www.changetech.no](http://www.changetech.no) to learn more and see program demos.



## Some of our partners and customers



# Changetech

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