

# CiQuit<sup>®</sup> quickly explained!

## End tobacco addiction step by step - with smart technology!

- Over 1 billion people smoke traditional cigarettes.
- Around 60% want to cut down first.



- Design optimization for mass production
- One device for different pack sizes



**For self-payers or reimbursement through health insurers as a DiGA!**

## CiQuit-Box = 24/7 companion: Unlearn smoking at the exact moment of craving!

**Reconditioning** = Body and mind unlearn smoking step by step!



- 1) **Behavior control** (Allowed Daily Limits: Slowly Falling): „Even the observation of one's own smoking behaviour leads to a significant reduction in smoking.“  
*Rainer Tölle, Gerhard Buchkremer, Cigarette smoking: epidemiology, psychology, pharmacology and therapy*
- 2) **Access Delay** (The locked box delays the removal slowly increasing): The interruption of automated behaviour is one of the decisive factors. “  
*Mag. Ilse Müller, Psychotherapist (behavioural therapy), Focus on nicotine addiction, among other things*

## CiQuit-App = AI-driven training and coaching: Relearn not to smoke!



Partial successes = „Happiness hormones“  
for motivation  
and successful  
learning



Goal 1  
Restoring the  
ability to abstain

Goal 2  
Building motivation to  
quit smoking

Goal 3  
Permanent abstinence  
**without**

- Cravings
- Withdrawal symptoms
- Smoking rituals

Coaching, positive experiences, and reinforcements provided by the CiQuit app help stabilize changes, foster positive emotions, and strengthen the motivation to quit smoking.

**Goal:**

A smoke-free life – without cravings and without feeling like you're giving anything up!

# Problem

Around 60% of tobacco cigarette smokers do not find a suitable solution!



## The key question:

What dynamics can be observed in the consumption behaviour of smokers over the next year?

- a) Continue to smoke the classic tobacco cigarette as before.

≈ 30%



- b) Quit completely or test e-cigarettes/tobacco heaters.

≈ 10%



## Focus on competitors



Relapse rate  
≈ 90%

- c) Reduce consumption or get out via reduction.<sup>1</sup>

≈ 60%



CiQuit®

**The soft exit via reduction**  
**- enormous opportunity and mega potential.**

## Example Nicotine Replacement Therapy

Global Revenue  
Forecast 2030

**US\$ 3.7 billion**



# Solution for the masses

Gentle reduction without withdrawal symptoms and restoration of the ability to abstinence!

## Our two target groups

### 1. A gentle start to quitting



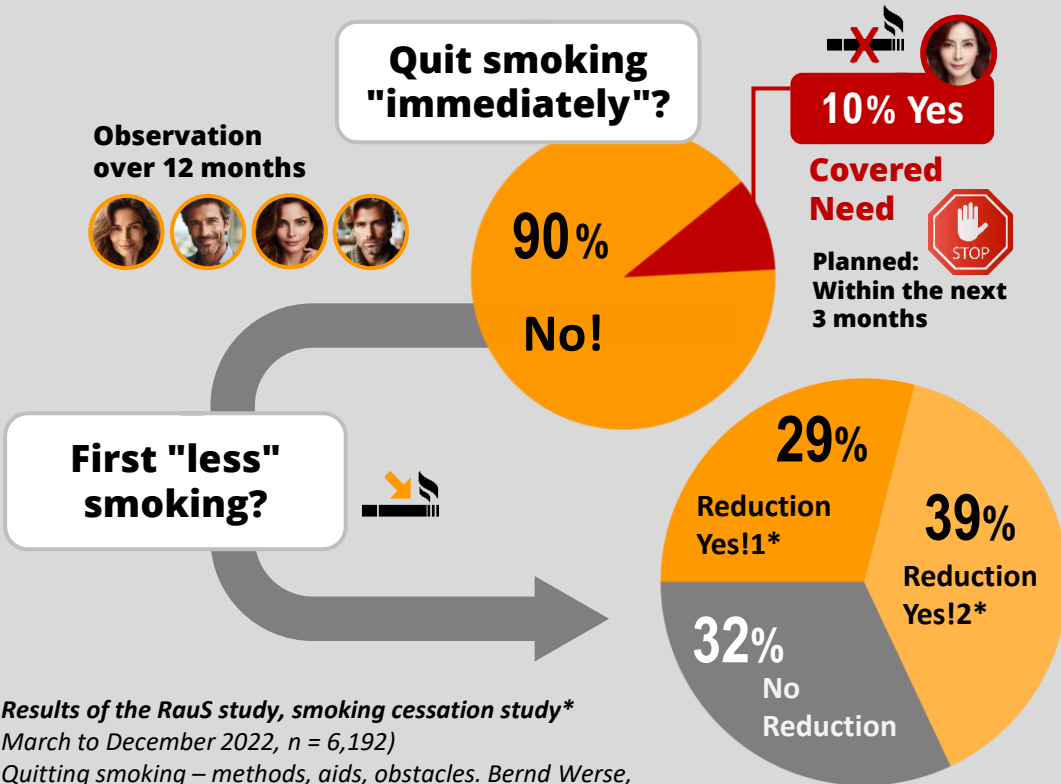
"First smoking less without it becoming stressful and then quitting completely without constant cravings would be exactly my thing."

### 2. Permanent reduction of tobacco cigarettes



"I smoke 20 cigarettes a day. 5 cigarettes a day (or only on certain occasions) without constant cravings would be fantastic."

## CiQuit - The enormous gap in healthcare



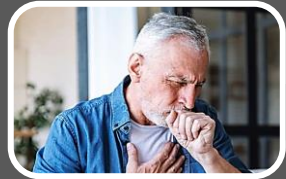
\*"First, daily smokers who have no motivation to quit smoking were asked whether they would like to reduce their consumption. Only 32% say that they do not want this. 39% state "Yes, I would like to reduce consumption at least somewhat (e.g. less cigarettes per day)" and 29% "Yes, I would like to significantly reduce consumption (e.g. no longer in everyday life, but only on special occasions)".

Quelle: [https://www.uni-frankfurt.de/138678087/Zigarette\\_\\_Werse\\_\\_1.pdf](https://www.uni-frankfurt.de/138678087/Zigarette__Werse__1.pdf)

1\* 29% = Only on selected occasions

2\* 39% = Less cigarettes per day

### Patients with pre-existing conditions



Example: **Smoker inability to abstain** despite COPD treatment

**Approximately 40% of those with COPD are current smokers!<sup>1</sup>**



CiQuit supportive therapy for restoring the ability to abstain



- A significant proportion of patients with relevant pre-existing conditions (e.g. respiratory, cardiovascular or cancerous diseases) are **unable to abstain**.
- **CiQuit**  
**Ideal therapy support for patients with pre-existing conditions who are unable to abstain:**
  - **Lower Barrier to Entry:** No immediate, complete abstinence required.
  - **Stronger Motivation:** The existing motivation driven by their health condition is specifically supported by the CiQuit system.
  - **Sustainable Success:** Gradual restoration of the ability to abstain is often the only way to help this patient group remain smoke-free in the long term.

#### The Power of Tobacco Addiction

- **≈ 40%** of patients who have undergone laryngectomy attempt to continue smoking shortly afterwards.”
- **≈ 50%** of patients operated on for lung cancer resume smoking after surgery.<sup>2</sup>

## CiQuit – The Proof-of-Principle Study shows:

Each indicator for achieving ability to abstain is improved after just 8 weeks!

### Proof-of-Principle Study: 51 participants (n)

#### Start week 1:

10 cigarettes a day

n 2 = 4%

11 to 20 cigarettes a day

n 33 = 65%

21 to 30 cigarettes a day

n 14 = 27%

31 cigarettes a day

n 2 = 4%

#### End of week 8:

10 or less cigarettes daily

n 27 = 53%

11 to 20 cigarettes a day

n 20 = 39%

21 to 30 cigarettes a day

n 4 = 8%

31 cigarettes a day

n 0 = 0%

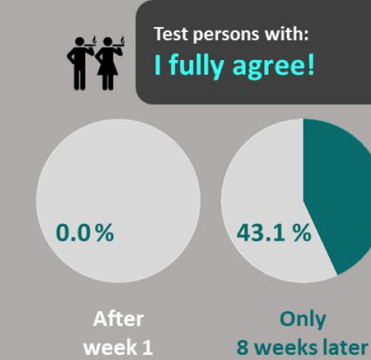
At the start of the study, only 2 out of 51 participants (4%) smoked an average of 10 cigarettes per day. After 8 weeks, 27 out of 51 participants (53%) were already smoking 10 or fewer cigarettes per day.

### Example indicator: Motivation to quit



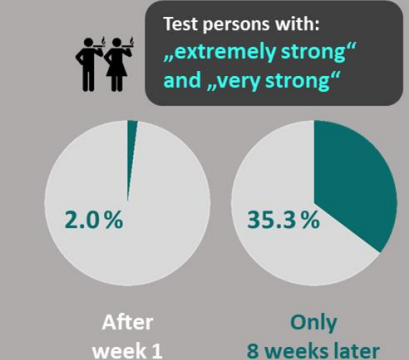
An extremely strong motivation to quit smoking was given at the start of 20%, after week 8 of already 41%.

### Example indicator: Control the smoke impulse



At the start, none of the participants had stated that they could control the smoke pulse, after week 8 already 43.1%.

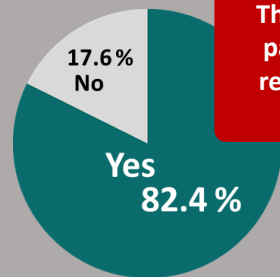
### Example indicator: Awareness



At the start, only 2% of the participants stated that they paid attention to their smoking behaviour, after week 8 already 35.3%.

### Week 8:

Would you recommend the CiQuit application to support cigarette reduction?



The vast majority of participants would recommend CiQuit.

Start CiQuit therapy  
51 test persons smoked per week

6.685

Average per day

18,7

Only 8 weeks later  
51 test persons smoked per week

3.962

Average per day

11,1

Average monthly cost of cigarettes at the start of the study around €230, after 8 weeks around €137

# Problem / Solution from a medical point of view

## Previous treatment approach

- Medication



to **mitigate** the effects of nicotine withdrawal

- Psychological help



- Hypnosis
- Acupuncture
- Books
- Apps
- Online courses and much more

to **overcome** the effects of nicotine withdrawal

## Problem Quit smoking with inability to abstain



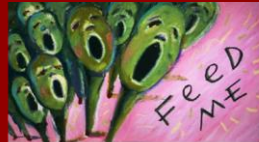
**Psychological** (mental) dependence +  
**Physical** (bodily) dependence

### Addiction Center

#### Effects of nicotine withdrawal

- Craving = agonizing craving for addiction
- Irritability and restlessness
- Frustration and anger
- Anxiety
- Insomnia
- Concentration disorders
- Decreased heart rate
- Increased appetite and weight gain

#### "Hungry nicotine receptors"



Quelle: J. Henningfield

High level of suffering

**High relapse rates (despite assistance)**

Next smoking cessation attempt is usually postponed for years

**NEW!** Restoration of the ability to abstain!



## Solution Quit smoking with ability to abstain



**Psychological** (mental) dependence +  
**Physical** (bodily) dependence

### Addiction Center

#### Effects of nicotine withdrawal

Very much reduced.  
At best, no longer available!



Quelle: J. Henningfield

No or weak level of suffering

**High success rates\***

In case of relapse: resume CiQuit.



All countries with a high smoking rate and a high population are covered

Method and device for restoring the ability to abstain



Patents granted in over 30 countries:

European Union

Grant of a Unitary Patent:

Austria, Belgium, Bulgaria, Denmark, Estonia, Finland, France, Germany, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Portugal, Sweden, Slovenia

Direct grant:

Greece, United Kingdom, Poland, Spain, Turkey

• China, India, Indonesia, Vietnam, South Korea

• Brazil

• Eurasian Union

Russian Federation, Armenia, Azerbaijan, Belarus, Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan

Patents under review: USA, Japan, Thailand

Important!



Effective patent enforcement

- Health insurance funds are legally obliged to reimburse only the costs of medical devices that are lawfully placed on the market.
- Products that infringe existing patents do not meet this requirement.
- The financing of such products would not only constitute a violation of applicable laws and regulations, but would also undermine the integrity of the healthcare system.



China



India



Indonesia



Vietnam



South Korea



Brazil



Eurasian Union

## The societal challenge

# The global impact of tobacco use



- Worldwide, there are **1.3 billion tobacco consumers**
- Tobacco kills over **7 million people every year**
- Tobacco use causes millions of **disabilities and long-term suffering**
- Smokers' life expectancy **is at least 10 years shorter** than non-smokers
- The total global economic cost of smoking is estimated at **around USD 1.4 trillion annually**

The global challenge is powerfully illustrated in a short video (1 minute) by the Pan American Health Organization:

<https://www.paho.org/en/campaigns/world-no-tobacco-day-2022>

or on YouTube:

<https://www.youtube.com/watch?v=d3RemnDHS9o&t=16s>

## Environmental destruction per year

- 600 million trees
- 200,000 hectares of land
- 22 billion tons of water
- 84 million tons of climate-damaging CO<sub>2</sub><sup>3</sup>



An estimated

## 4.5 trillion

cigarette butts, containing more than 7,000 toxic chemicals, end up in the environment every year.<sup>4,5,6</sup>

1) Source: <https://www.who.int/news-room/fact-sheets/detail/tobacco>

2) Source: <https://www.paho.org/en/topics/tobacco-control>

3) Source: <https://www.paho.org/en/campaigns/world-no-tobacco-day-2022>

4) Source: <https://www.nabu.de/natur-und-landschaft/aktionen-und-projekte/meere-ohne-plastik/29901.html>

5) Source: <https://www.euwid-recycling.de/news/wirtschaft/jaehrlich-werden-45-billionen-zigarettenstummel-weggeworfen-170522/>

6) Source: [https://www.euwid-recycling.de/fileadmin/data/euwid\\_recycling\\_und\\_entsorgung/news/images/Talking\\_Trash\\_EN.pdf](https://www.euwid-recycling.de/fileadmin/data/euwid_recycling_und_entsorgung/news/images/Talking_Trash_EN.pdf)

## Intention

# CiQuit – The world's mass-scale solution for smoke-free health

- Despite numerous support programs, most quit attempts fail because many smokers suffer from **inability to abstain**.
- Quitting immediately is overwhelming - due to **inability to abstain**, most smokers never even attempt to quit.

### CiQuit changes the paradigm:

A mass-scale, affordable and practical companion that step by step **restores ability to abstain** - and opens the path to smoke-free living.

## Our Vision

CiQuit becomes what the seatbelt is for drivers: a global standard that saves millions of lives.



**Mass-market ready:**  
Hardware only around €10  
in mass production



## CiQuit: From breakthrough technology to global standard



**Goals:** Reduce tobacco consumption worldwide, drastically reduce smoking rates, implement public health strategies.

### Governments

**Goals:** Relieve the burden on health systems, reduce costs due to tobacco-related diseases, and effectively implement prevention.

### Foundations

e.g.: Bloomberg Philanthropies

**Goals:** Promote tobacco control globally and promote innovation in the fight against the tobacco epidemic.

### CiQuit Goals: Cooperation with WHO, governments and foundations

CiQuit addresses the common goals of WHO, governments and foundations:

### Reduce tobacco consumption worldwide.

Through the very cost-effective, everyday and highly scalable application, CiQuit offers for the first time a solution that reaches millions of smokers **and thus has the potential to become the global standard for smoking cessation.**

Example

**Bloomberg  
Philanthropies**

### Reducing Tobacco Use

Today, one in ten deaths around the world is caused by tobacco use. Since 2005, Bloomberg Philanthropies has invested **\$1.6 billion** to fight tobacco use, working with a global network of partners to prevent tobacco-related illnesses and save lives.

Unless urgent action is taken, tobacco will continue to kill people every year. The scale of this human tragedy is preventable.

The tobacco industry is fighting to ensure the dangers of their product are concealed, but we are fighting back.

Source: <https://www.bloomberg.org/public-health/reducing-tobacco-use/>

Thank you very much!

## Further information and statements

Detailed information about **CiQuit®**  
[www.luna-medical.com](http://www.luna-medical.com)



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### Appendix

1. Why is the CiQuit system not bypassed?
2. Why is the CiQuit system used?

## Convinced users stating:

### Statements from the proof-of-principle study

*"Very good thing, thanks to the control I was able to reduce my cigarette consumption from 18-20 to an average of 13 after just 8 weeks."*  
**Rainer W.**

*"So I'm very enthusiastic, I arrived on day 30 and I can only say one thing: simply great."*  
**Astrid P.**

*"The box made me realize how often I had reached for a cigarette without thinking. Now, before every cigarette, I think about whether I really want it and how many I have left to achieve my own daily goal."*  
**Constanze K.**

*"It's simple to use. The box remembers your smoking behavior pretty quickly and I have to say that I smile every time the access time is increased. Habit becomes mindfulness!"*  
**Stefan F.**

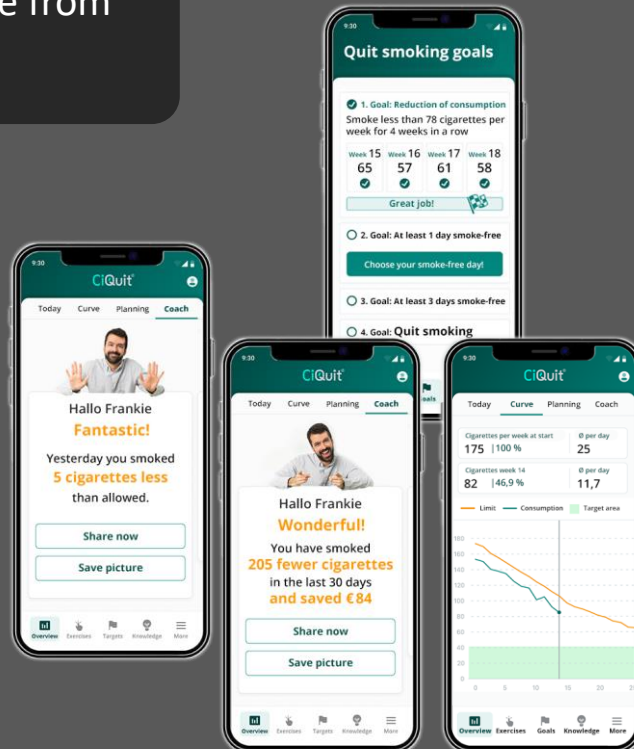
*"I no longer light up a cigarette without thinking or reflecting. I can easily do without one or two. It makes you proud and, in retrospect, happy. I believe it is possible to become a real non-smoker. The brain adapts to it. Great invention!"*  
**Nils O.**



## Appendix 1

### Why is the CiQuit system not bypassed?

If a diet helps you lose 1 kilo per week **without hunger attacks**, why deviate from the plan and snack on the side?



#### Keyword Second pack of cigarettes

- If there are **no withdrawal symptoms** and cravings, there is no reason to bypass the system.
- Continuous partial successes **activate the reward system** and keep you from risking the progress you have made.
- Safety measures ensure **sustainable success** in the event of excessive demands.

**CiQuit works** - simple, effective, suitable for everyday use!

# Why is the CiQuit system used?

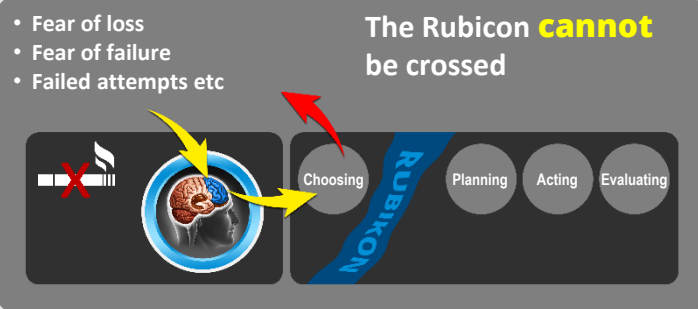
## From wish to decision – the Rubicon model

Support programs that require an abrupt quit.

### Quit smoking "immediately"!

Fear of losing something  
**"precious"!**

- **Long** decision-making process
- **High** persuasion effort



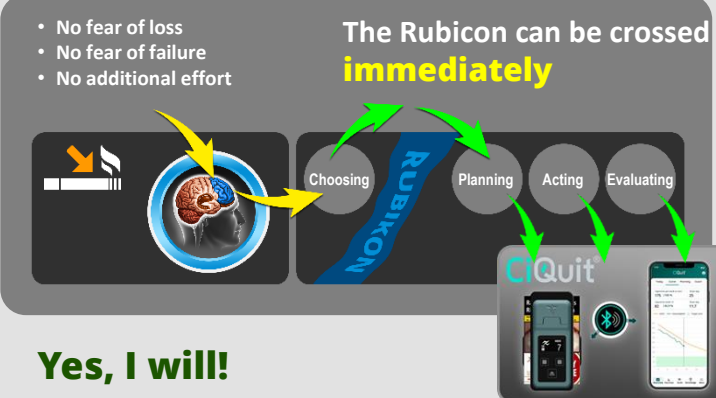
**No, not now!**

## CiQuit

### First "less" smoking!

**No** fear of losing something  
**"precious"!**

- **Fast** decision-making process
- **Low** persuasion effort



**Yes, I will!**

- **CiQuit lowers the barrier to entry:** first smoke less – then become smoke-free.
- **Crossing the Rubicon becomes easy:** no high level of suffering, no fear of failure.'
- **'Maybe someday'** turns into a clear **'Yes, I will!'**
- **Faster decision-making** – minimal persuasion – immediate, tangible benefits.