

Most effective app available

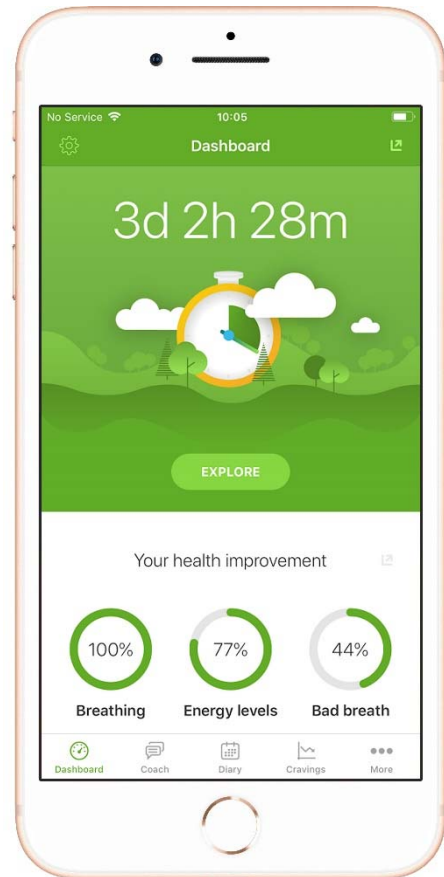
Unique features proven to double the chances of quit success. A large randomised control trial (n=28,000) found that people given access to the missions were twice as likely to quit as people who used the core features only¹. A second trial found that people given access to the chatbot were more likely to quit than people who used the missions. Our stop smoking advisors are expected to increase quit rates further.

Follows best practice and guidance

Adheres to UK National Institute for Clinical Excellence (NICE) guidance and National Centre for Smoking Cessation and Training (NCSCT) practices. Follows NCSCT Standard Treatment Programme. Includes over 40 behaviour change techniques.

Most popular stop smoking app

Most downloaded and highest rated cross-platform app with over 4.5m downloads and an average rating 4.7 out of 5, from 180,000+ ratings. Frequently featured by Apple and Google and found on healthcare websites' lists of best stop smoking apps.



Tried and tested features

100-day stop smoking programme | Progress indicators showing up to the second changes in time smoke free, money saved, health improvements made, cigarettes not smoked, achievements earned and more | Automated chatbot provides personalised tips for managing cravings and withdrawal, gives

advice on being around other smokers, dealing with difficult situations, using medications and recovering from lapse | Stop smoking advisors provide text-based one-to-one support for 20 hours a day and much of the weekend, run our stop smoking clinics four times each day and deliver our stop smoking plan.

Unrivalled understanding of behaviour change

Founder has PhD in behavioural science from UCL's renowned digital behaviour change lab.

Advisory board of world-leading experts in smoking cessation and behaviour change

1. Crane D, Ubhi HK, Brown J and West R. Relative effectiveness of a full versus reduced version of the 'Smoke Free' mobile application for smoking cessation: an exploratory randomised controlled trial [version 2; peer review: 2 approved]. *F1000Research* 2019, 7:1524
2. Perski, O., Crane, D., Beard, E., & Brown, J. (2019). Does the addition of a supportive chatbot promote user engagement with a smoking cessation app? An experimental study. *DIGITAL HEALTH*. <https://doi.org/10.1177/2055207619880676>