



# A Paradigm Shift in Opioid Addiction

## The Brereton Barrier™

Empowering solutions to end prescribed fentanyl dependency

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# Our Vision

“NBMT aims to establish a paradigm shift in society’s approach to ending the opioid epidemic by returning decision making power to those looking to free themselves from prescribed fentanyl patch addiction.”

# No Cure, No Solution

Alternative medication and rehabilitation therapy are not reliable or economically sound options towards ending opioid dependency

- Low payoff rates for rehabilitation services aren't worth the \$50,000 a month
- Alternative medication risks simply transferring dependency at a high cost of \$20,000 a month

No treatment options encourage the self control and self management clients need to empower lasting change in their lives.



# Smoking Cessation Case Study



Cigarettes were advertised as “physician recommended” until 1950.

The Nicorette patch was developed as a solution that continues to help millions of people quit smoking, but was not launched until 1991.

## Market & Opportunity

In 2018, NIDA reported 1.9 million initiates of prescription opioid pain reliever misuse

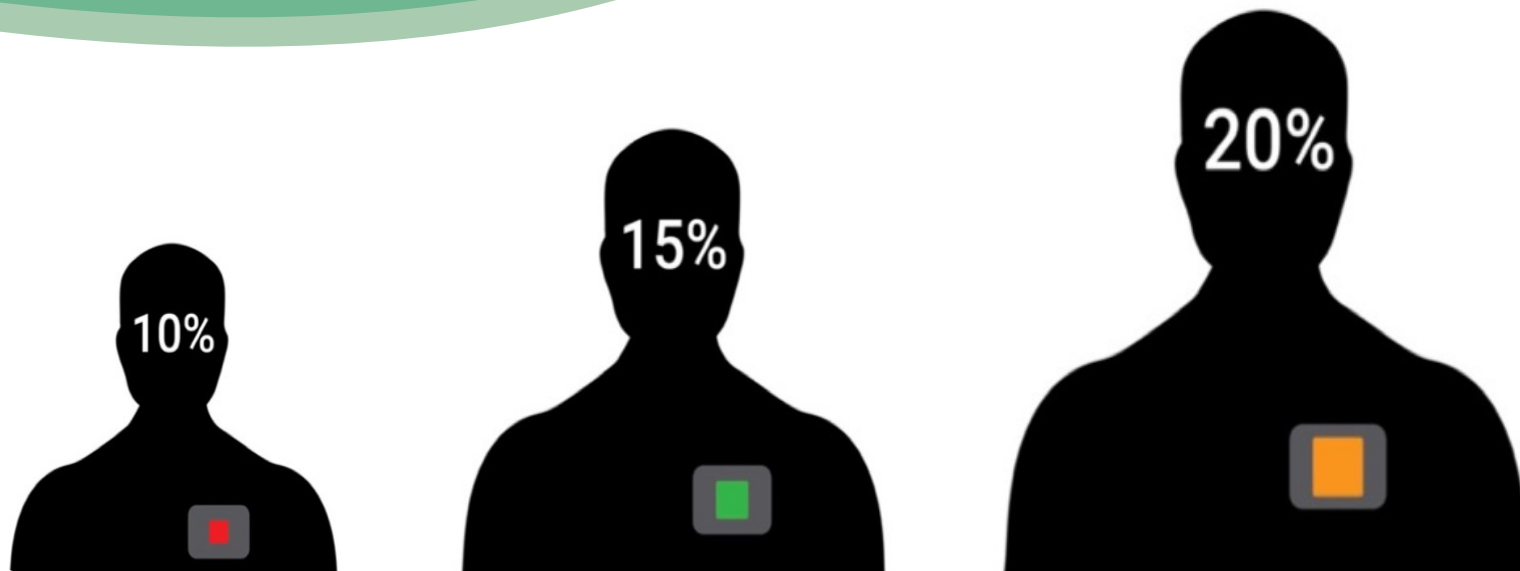
An SUD treatment funding decrease from 30% to 17% in 2015, resulted in the rise of addiction and use disorder

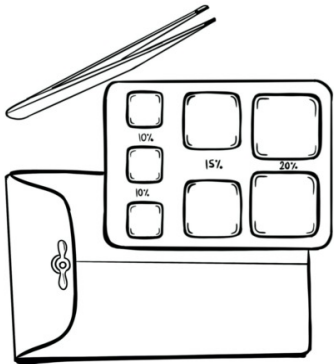
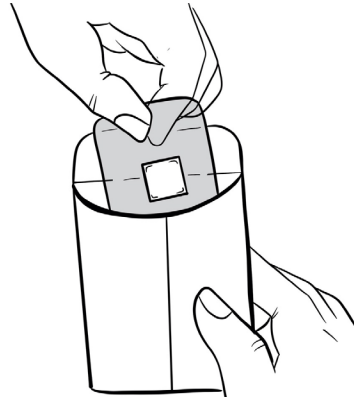
**NBMT is the first to market, targeting:**

- Awareness/credibility among medical practitioners
- Awareness/purchase from individuals dependent on prescription fentanyl patches

# The Brereton Barrier

With this product, patients wean themselves off of the fentanyl patch at a rate of 10%, 15%, or 20% over a scalable timeline (2 to 18 months) to slowly titrate down to their lowest desirable dosage, or complete withdrawal of fentanyl medication with out risk of use disorder.





# The Process

## *How it works:*

**Delivery:** Barriers are shipped directly to consumers in ready to use packaging

**Application:** easy adherence to clients' prescribed fentanyl patch based on their unique timeline

**Disposal:** packaging includes an envelope for proper disposal of both patch and barrier

# *What it will look like...*

Primary Care Practitioner (PCP) approves participation and client customization

- Sample kits provide an educational pamphlet and access to our website
- Periodic primary care updates

Client Subscription to Monthly Package Kit includes:

- The Brereton Barrier device and instructions for all fentanyl patch manufacturers
- A private web portal for reordering, consultation scheduling, Q & A, and instructional videos
- Open communication and updates between client and their PCP



# The Strength in Self Empowerment

Addiction treatment methods that increase self-efficacy and promote long-lasting achievement based behavior change are proven effective:

- Motivational Interviewing
- Appreciative Inquiry
- SMART (Patent Pending) BioMed [Machine Learning] Product in Development
- Helps End “Defeating” Stigma
- Next Patent Pending Product Design to End - Neonatal Addiction Syndrome



# Marketing and sales strategy

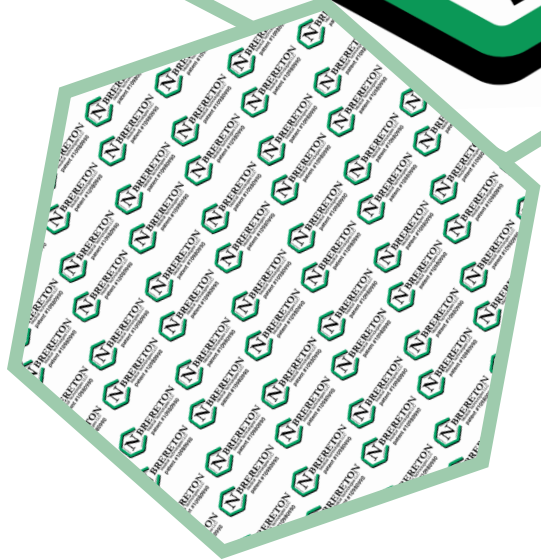
Building brand awareness among all age demographics

Shifting consumer perception of their control over addiction

- Social media is a powerful force for shifting perceptions
- Brand ambassadors provide social proof of product credibility

Establishing credibility among medical practitioners

Penetrating the alternative medication market space with a safer, more empowering solution  
In person pitch presentations featuring positive results from clinical trials





**Neil Brereton  
Jackson**

“Give me the strength to overcome my habits, clear vision to righteousness, and the will to overcome all obstacles.”

## Why our team?

- A CEO who has experienced first hand the addictive effects of prescribed fentanyl patches for chronic pain in recovery from cancer surgery
- A team that believes in the strength of a self empowered solution and the even greater strength of their clients.

Through significant capital investment, NBMT’s research and development is underway to bring a pipeline of a safe product family that address illicit opioids, removes “needles in the street,” and address the cruel impact of neonatal abstinence syndrome.



**N Brereton Medical stands far in front of today's limited and costly answers.**

Join us as we navigate the journey of the Brereton Barrier's launch. The development and deployment of a new host of safe, affordable and easy to use solutions to the epidemic of opioid addiction lies ahead.