Email #1

Subject line: *Leaves are falling, quitting smoking or vaping is calling*

Preview text: *Take advantage of your chance to quit today*

**

**Leaves are falling, quitting smoking or vaping is calling.**

[Insert eligibility copy here]

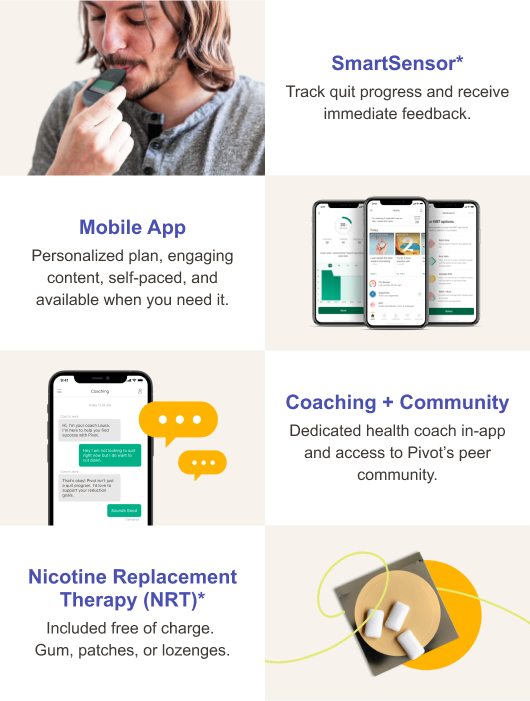
Are you feeling energized by the approach of fall?   
  
Whether it's the air getting cooler or leaves changing color and falling, don't let either be the only things that change this season.

****

Instead, create real change for yourself by working on reducing or quitting smoking or vaping with the help of Pivot, the revolutionary quit program.

****

**The Pivot program is comprised of:**

****

\*The Pivot SmartSensor and NRT are available only to those who smoke combustible cigarettes.  
  
Don’t smoke cigarettes? Pivot is a flexible program that can be tailored to vaping or smokeless tobacco products.

Email #2

Subject line: *We be-leaf you have what it takes to reduce or quit smoking*

Preview text: *It's time to take a chance on yourself — you'll be amazed at what you can accomplish*

****

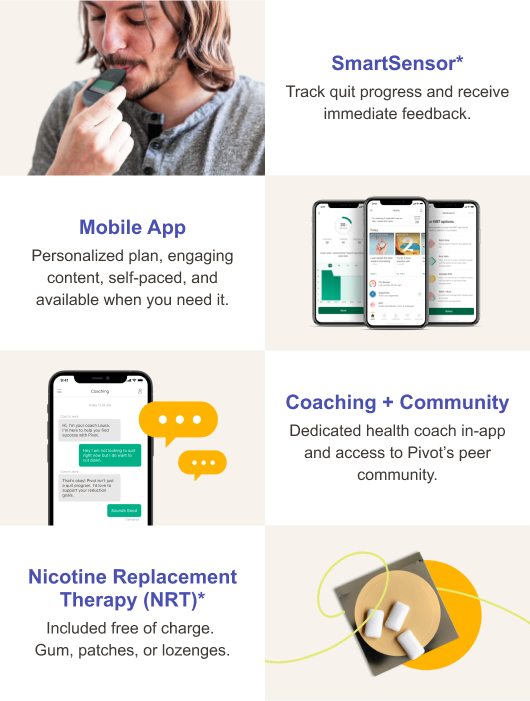
**We be-leaf you have what it takes to reduce or quit smoking.**

[Insert eligibility copy here]

Reducing or quitting smoking can feel daunting, but all you need to do is take that first step. We be-leaf you can do it!  
  
A great way to get the ball rolling and set yourself up for a smoke-free fall? By signing up for Pivot, the program created with all — including those not quite ready to quit — in mind.

****

**The Pivot program is comprised of:**



Text

Description automatically generated

\*The Pivot SmartSensor and NRT are available only to those who smoke combustible cigarettes.  
  
Don’t smoke cigarettes? Pivot is a flexible program that can be tailored to vaping or smokeless tobacco products.

Email #3

Subject line: *Embrace the changes of a new season with the Pivot SmartSensor*

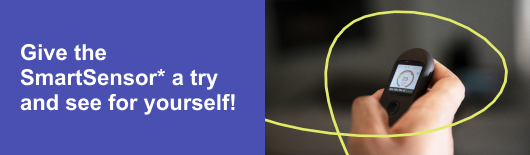
Preview text: *Make this fall your chance to reduce or quit smoking*

**

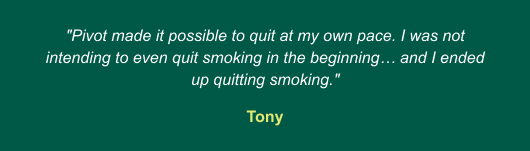
**Embrace the changes of a new season with the Pivot SmartSensor\*.**

[Insert eligibility copy here]

With a new season comes change, and there's no better time to embrace those changes for yourself than this fall. Reducing or quitting smoking is a great place to start.



See real change with the FDA-cleared Pivot SmartSensor\*, proven to help increase motivation and reduce the number of cigarettes smoked.



**The Pivot program is comprised of:**

Graphical user interface

Description automatically generated

\*The Pivot SmartSensor and NRT are available only to those who smoke combustible cigarettes.  
  
Don’t smoke cigarettes? Pivot is a flexible program that can be tailored to vaping or smokeless tobacco products.

Email #4

Subject line: *Turn over a new leaf this fall with the help of Pivot*

Preview text: *It's time to rediscover who you are without tobacco*

**

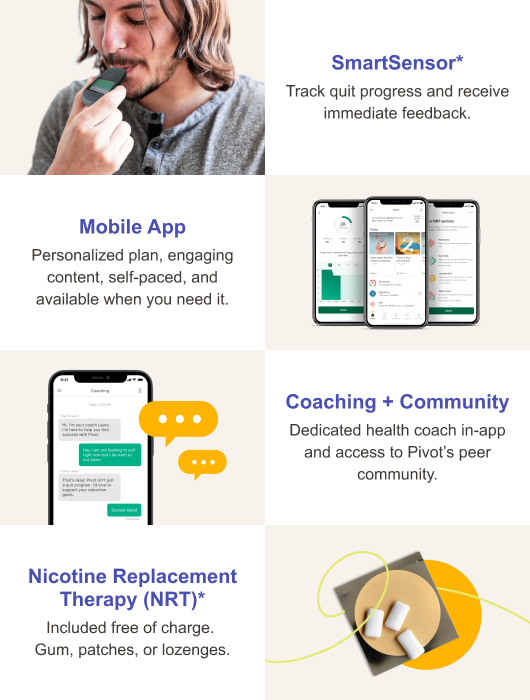
**Turn over a new leaf this fall with the help of Pivot.**

[Insert eligibility copy here]

Turn over a new leaf this fall with the help of Pivot and kick tobacco to the curb — this time, for good.   
  
Created for those not ready, interested, and prepared to quit, Pivot may be just the program that works for you.



**The Pivot program is comprised of:**



\*The Pivot SmartSensor and NRT are available only to those who smoke combustible cigarettes.  
  
Don’t smoke cigarettes? Pivot is a flexible program that can be tailored to vaping or smokeless tobacco products.