|  |
| --- |
| **Customization Key:** |
| Field |  Description |
| **[access code]** **[eligibility statement]**  | Insert the access code provided by your Client Success Manager. Insert specifics on who is eligible for Pivot. (Common examples: all employees, medically enrolled employees, employees and spouses, employees and spouses ages 18+) |

**Copy for newsletters or other communications**

**Option A**

Pivot is a self-paced program that helps people reduce or quit smoking, vaping and other tobacco products. Pivot’s non-judgmental approach has been proven to increase motivation and help people deal with the triggers that lead to smoking. Access Pivot through your smartphone — there are no classes, no phone calls and no pressure to quit. Best of all, Pivot is available **free of charge** for **[eligibility statement]**  .

To learn more about Pivot and register, visit [**https://account.pivot.co**](https://account.pivot.co/) and enter access code: **[access code]**

Pivot includes:

* **Mobile app:** Personalized daily recommendations and activities
* **Free nicotine replacement products\*:** Proven to help reduce cravings
* **The Pivot SmartSensor\*:** Increase motivation while tracking progress
* **Coaching Support:** A dedicated human coach available via in-app text. Working with a Pivot coach is optional.
* **Online user community:** Share and learn from others on the same journey

----

**Option B**

Get a fresh start with an approach that really works. Whether you are ready to quit now, you wish you wanted to quit, or you’re just exploring your options, Pivot tailors a program to meet your needs. With a focus on gradual reduction supported with free nicotine replacement products, Pivot makes the journey easier than you might think.

**Convenience in your pocket.** Pivot combines a personalized support app, filled with compelling content, with Pivot’s handheld SmartSensor\* to provide a unique and engaging experience. There are no classes, no phone calls… use it when and where you want.

To learn more about Pivot and register, visit [**https://account.pivot.co**](https://account.pivot.co/) and enter access code: **[access code]**