**GASO Email #1**

Subject line: *Join thousands who are taking the first step to quit smoking*Preview text: *Discover how reducing or quitting smoking can be made achievable with Pivot*

*Icon

Description automatically generatedA picture containing graphical user interface

Description automatically generated*

**

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**Join thousands who are taking the first step to quit smoking.**

Text

Description automatically generated

**[Insert client specific copy here]**

The Great American Smokeout is November 17, and it may be the perfect time to join thousands who are taking that first step to quit smoking.

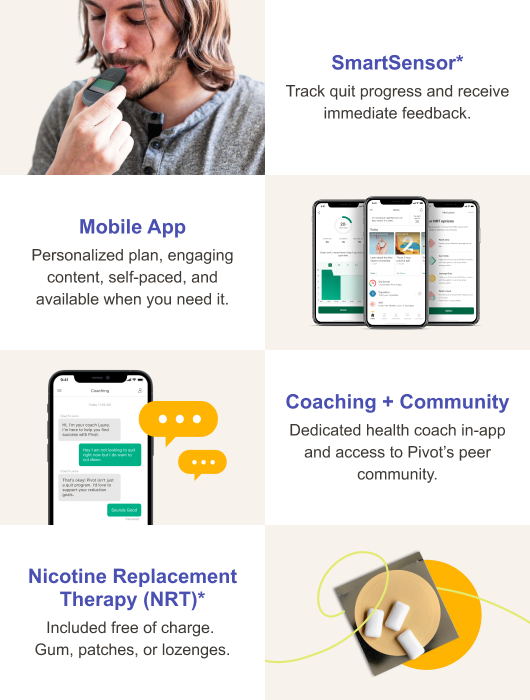
But, success doesn't come overnight or without the right resources. However, there are tools and strategies proven to increase success for those looking to reduce or quit.

Pivot combines those tools and strategies in a convenient app, providing you with the support and guidance needed to conquer smoking.

****



**The Pivot program is comprised of:**

****

Graphical user interface, text

Description automatically generated with medium confidence

*\*The Pivot SmartSensor and NRT are only provided to those who smoke combustible cigarettes.*

**GASO Email #2**

Subject line: *Join thousands who are taking the first step to quit smoking*Preview text: *Discover how reducing or quitting smoking can be made achievable with Pivot*

*Icon

Description automatically generatedA picture containing graphical user interface

Description automatically generated*

**

**

**Join thousands who are taking the first step to quit smoking.**

Text

Description automatically generated

**[Insert client specific copy here]**

The Great American Smokeout is November 17, and it may be the perfect time to join thousands who are taking that first step to quit smoking.

But, success doesn't come overnight or without the right resources. However, there are tools and strategies proven to increase success for those looking to reduce or quit.

Pivot combines those tools and strategies in a convenient app, providing you with the support and guidance needed to conquer smoking.

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Graphical user interface, text

Description automatically generated with medium confidence**’**

A picture containing logo

Description automatically generated

**The Pivot program is comprised of:**

**Graphical user interface

Description automatically generated**

*\*The Pivot SmartSensor and NRT are only provided to those who smoke combustible cigarettes.*