Email #1

Subject line: *A free gift from [Client Name] & Pivot*

Preview text: *A device to help you quit smoking*

**REDUCE | QUIT  
SMOKING • VAPING • ALL TOBACCO**

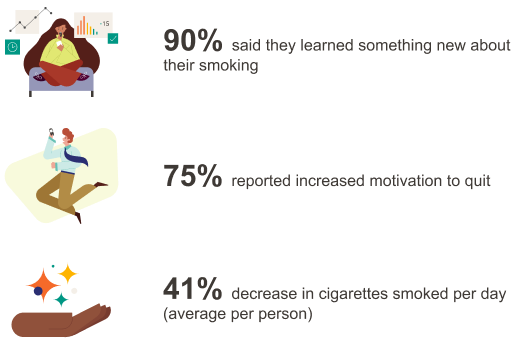
**

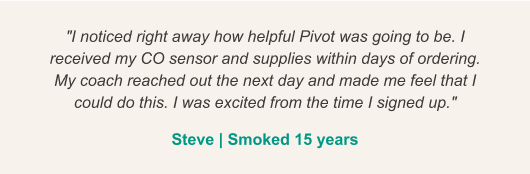
**At last, an FDA-cleared device proven to make quitting smoking easier.**

**Get your Pivot SmartSensor\* today!**

[Insert eligibility copy here]

Gift yourself a free Pivot membership this holiday season to get a jump start on a smoke-free 2024. We'll send you your own personal SmartSensor\*, a breakthrough device to inspire and support you in your journey to quit smoking.  
  
Pivot is the only smoking solution with an FDA-cleared device that is clinically proven to increase motivation to quit and to decrease the number of cigarettes smoked per day.

****

****

\*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.

1 Published clinical study results after 12 weeks.

Email #2

Subject line: *[Name], discover the key to unlocking your full potential this year*

Preview text: *Kick the habit in 2024 with free tools like Pivot's SmartSensor*

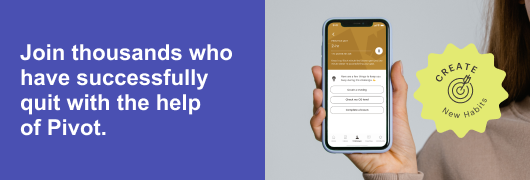
**REDUCE | QUIT  
SMOKING • VAPING • ALL TOBACCO**

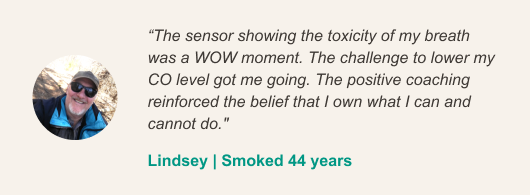
****

**Discover the key to unlocking your full potential this year.**

[Insert eligibility copy here]

What if there was a tool that could help you unlock your full potential in 2024 as you start your quit smoking journey? **And at no cost to you!** The Pivot SmartSensor\* is proven to increase motivation to quit, and decrease cigarettes smoked per day.

****



\*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: *The must-have tool to quit or reduce tobacco in 2024*

Preview text: *Get the Pivot Sensor FREE*

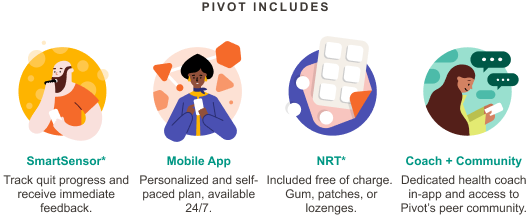
**REDUCE | QUIT  
SMOKING • VAPING • ALL TOBACCO**

**

**Pivot's SmartSensor\*: The must-have tool to quit or reduce in 2024.**

[Insert eligibility copy here]

**Make a resolution you can feel good about — whether you want to quit today, tomorrow, or someday.** Pivot supports you in reaching your goals on your timeline.  
  
Pivot’s SmartSensor\* has been proven to motivate our members to quit, **even the 1/3 that sign up who are not ready.1** Take the first step today. There’s no cost to you.





\*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.

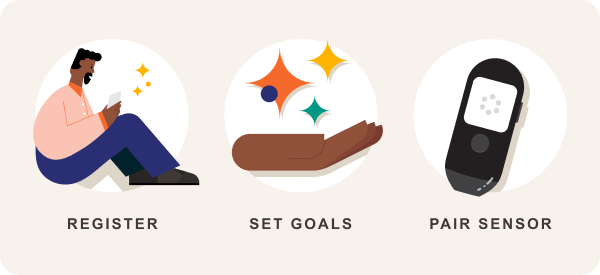
1 Based on Pivot Clinical Trial

Email #4

Subject line: *New Year's resolution: Join Pivot for FREE*

Preview text: *Join today, quit when you're ready*

**REDUCE | QUIT  
SMOKING • VAPING • ALL TOBACCO**

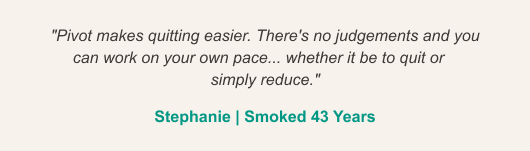
**

**Resolve to start, and then quit when YOU’RE ready.**

[Insert eligibility copy here]

2024 New Year’s Resolution: START on a road to less tobacco.

Join Pivot today, and you let us know when you’re ready. After you register, your SmartSensor\* will ship immediately. You’ll get access to free Nicotine Replace Therapy, a dedicated health coach, and so much more, all in one easy-to-use app.



\*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.