Email #1

Subject line: *Start fresh with Pivot, a no-cost benefit*

Preview text: *Plant the seed today to quit smoking tomorrow*

*Diagram

Description automatically generated*

**An FDA-cleared device proven to make quitting smoking easier.**

[Insert eligibility copy here]

Take advantage of this offer — **at no cost to you**.  
  
Spring, a perfect time for new beginnings. Now's the time to plant the seed today to quit smoking tomorrow!

**A picture containing text, person

Description automatically generated**

**Text

Description automatically generated**

The SmartSensor\* is one component of Pivot’s comprehensive program.   
  
**You’ll also receive:**

* Pivot App personalized and tailored based on whether you smoke, vape or use other forms of tobacco
* Free supply of Nicotine Replacement Therapy (NRT)\* choose from gum, patches or lozenges
* Coaching & Support unlimited access to your personal, dedicated coach via private text
* Online Community access to a robust community of other Pivot users to share tips, tricks and find support

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

Email #2

Subject line: *Spring forward, cut back*

Preview text: *The newest quit smoking solution you haven't tried yet*

**A picture containing several, soup

Description automatically generated**

**Pivot's SmartSensor\* changes how people are quitting.**

**Just in time for a fresh start this spring.**

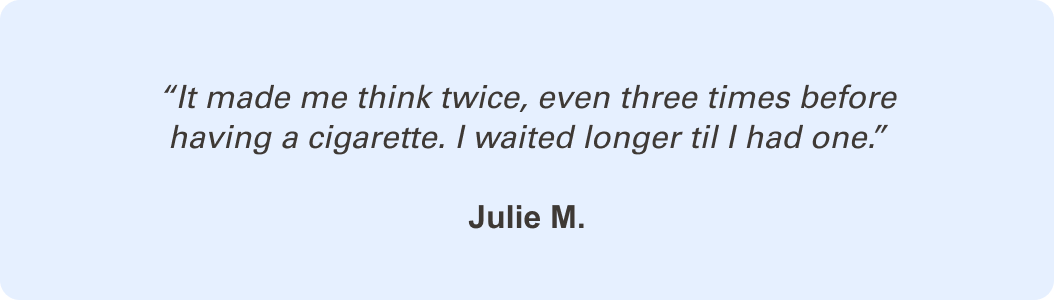
[Insert eligibility copy here]

Receive access to Pivot, the premier tobacco cessation program, **at no cost to you**. Pivot can help replace unhealthy habits with positive behaviors, giving you the fresh start you've been longing for.

**A person sitting on a couch

Description automatically generated with low confidence**

Visualize your progress and build motivation with your personal breath sensor, which instantly measures the amount of carbon monoxide (CO) in your breath. Receive an indication of your smoking intensity and the level of cigarette toxins1 in your body at any given moment. Skip a cigarette and immediately see the big impact even small moves can have on your CO levels.  
  
1CO is one of 250 known toxins in cigarette smoke



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Email #3

Subject line: *Feeling like your life needs a spring clean?*

Preview text: *Clear out the smoke with Pivot*

*A picture containing person, window, indoor, preparing

Description automatically generated*

**Let healthier habits in this spring with Pivot.**

**Transform the way you handle cravings.**

[Insert eligibility copy here]

Receive access to Pivot, the premier tobacco cessation program, **at no cost to you**. Pivot can help those both ready and weary in taking the first step to quit smoking.

A picture containing text, person

Description automatically generated

Text

Description automatically generated

**The Pivot App**  
A personalized plan, engaging content, games to crush cravings, and daily recommendations. Self-paced and available when you need it.  
  
**The Pivot SmartSensor\***  
Tracks your progress and is clinically proven to increase motivation and decrease cigarettes smoked per day.  
  
**Nicotine Replacement Therapy (NRT)\***  
Included free of charge. Choose from gum, patches or lozenges to help manage cravings.  
  
**Pivot Coaching & Community**  
A dedicated health coach available via private, in-app text and access to Pivot's online community.

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

Email #4

Subject line: *Tired of feeling like you should quit tobacco?*

Preview text: *With Pivot, you can say you're working on it*

*Diagram

Description automatically generated*

**The next time you ask yourself when you're going to quit smoking...**

**With Pivot, you can say you're working on it.**

[Insert eligibility copy here]

Created in mind for those at every stage of their quit journey, Pivot meets you where you're at, empowering you to continuously work at building healthier habits that will build confidence and cultivate success.

**A picture containing text, person, preparing

Description automatically generated**

**Text

Description automatically generated**

**The Pivot App**  
A personalized plan, engaging content, games to crush cravings, and daily recommendations. Self-paced and available when you need it.  
  
**The Pivot SmartSensor\***  
Tracks your progress and is clinically proven to increase motivation and decrease cigarettes smoked per day.  
  
**Nicotine Replacement Therapy (NRT)\***  
Included free of charge. Choose from gum, patches or lozenges to help manage cravings.  
  
**Pivot Coaching & Community**  
A dedicated health coach available via private, in-app text and access to Pivot's online community.

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