Email #1

Subject line: *Did you know that smoking can cause stress?*

Preview text: *Here's how you can rid yourself of both*

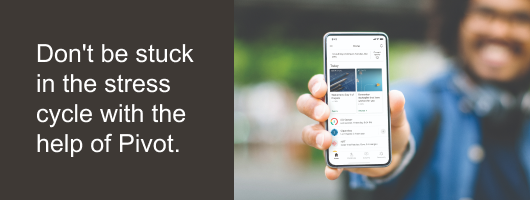
**

**The stress and smoking cycle is real — but not permanent.**

Quit Tip #1  
Try blowing through a straw next time you get a craving!

[Insert eligibility copy here]

Take advantage of this opportunity.  
  
Smoking may feel like stress relief in the moment, but it actually makes stress worse as time goes on, increasing blood pressure, tensing muscles, tightening blood vessels, and wreaking havoc on mental health. People turn to cigarettes hoping for relief, but are left feeling more stressed than ever.

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Pivot helps you take back control by restructuring how you process stress **without** smoking, through both healthier coping mechanisms and training the body to reward itself for good decisions.

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Graphical user interface, website

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 #2

Subject line: *Does the thought of quitting smoking stress you out?*

Preview text: *Start your journey to the ultimate sigh of relief with Pivot*

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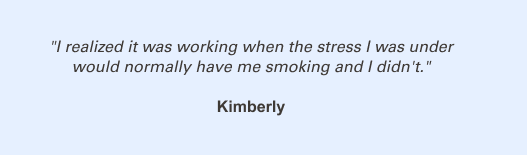
**We know it's hard — but quitting smoking is worth it.**

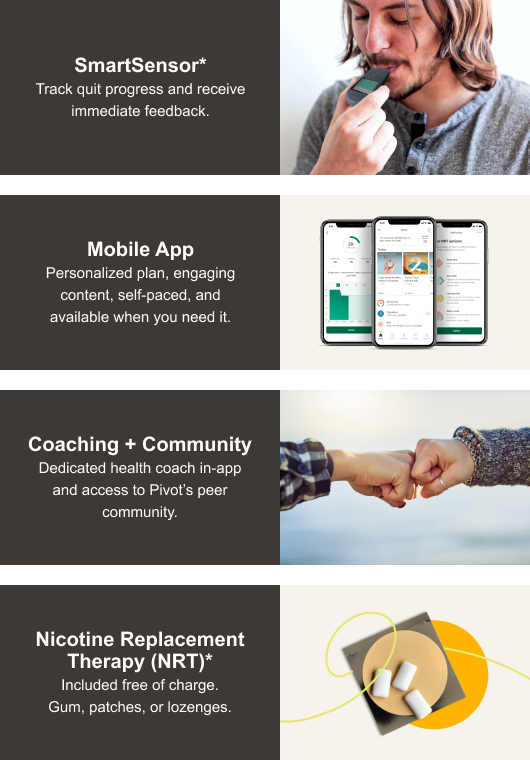
Quit Tip #2  
Go on a 10 minute walk to distract yourself!

[Insert eligibility copy here]

Pivot, the industry's premier quit program, helps those both ready and weary in taking the first step to quit smoking.

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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-try tool to combat cravings while you quit smoking*

Preview text: *Here's why 30 seconds is all you need to stay on track*

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**See how Pivot's breath sensor can help you beat the stress of quitting.**

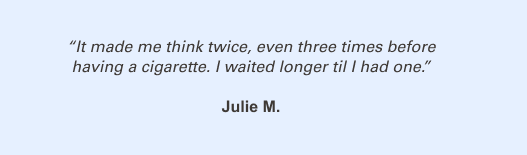
Quit Tip #3  
Try the Pivot SmartSensor!\*

[Insert eligibility copy here]

Receive access to Pivot, the premier quit smoking program. Tools like the Pivot SmartSensor\* can help replace unhealthy habits with positive behaviors, reducing stress and enabling you with new ways to cope.



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.  
  
1 CO is one of 250 known toxins in cigarette smoke



Graphical user interface, website

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.