Email #1

Subject line: *Breathe easier this summer with Pivot*

Preview text: *Take advantage of your chance to quit today*

**

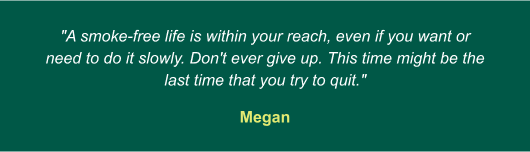
**Breathe easier this summer with Pivot.**

[Insert eligibility copy here]

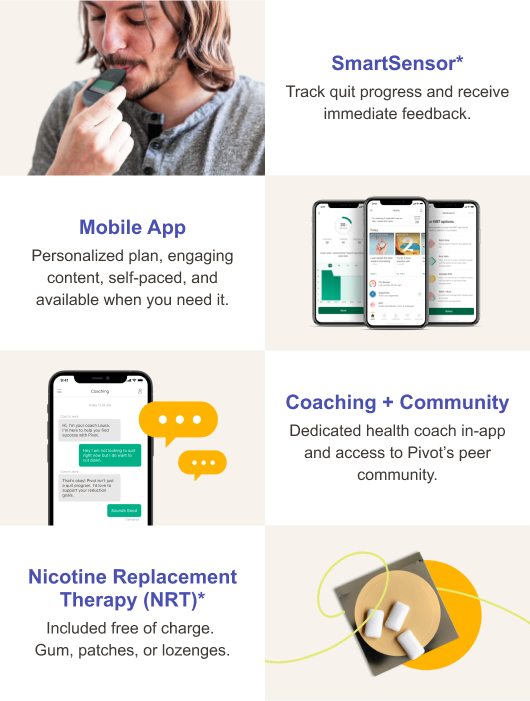
Breathe easier this summer with the help of Pivot, the premier quit smoking program.   
  
Offered at **no cost**, Pivot can help those both ready and weary in taking the first step to quit smoking.

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Great things are built in the summer — sand castles, tans, and even healthy habits that lead to quitting smoking.

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**The Pivot program is comprised of:**

****

\*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: *Why light up when you can cool down?*

Preview text: *Swap a cigarette for Pivot's SmartSensor*

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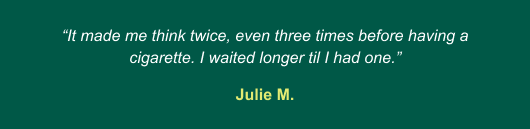
**Why light up when you can cool down?**

[Insert eligibility copy here]

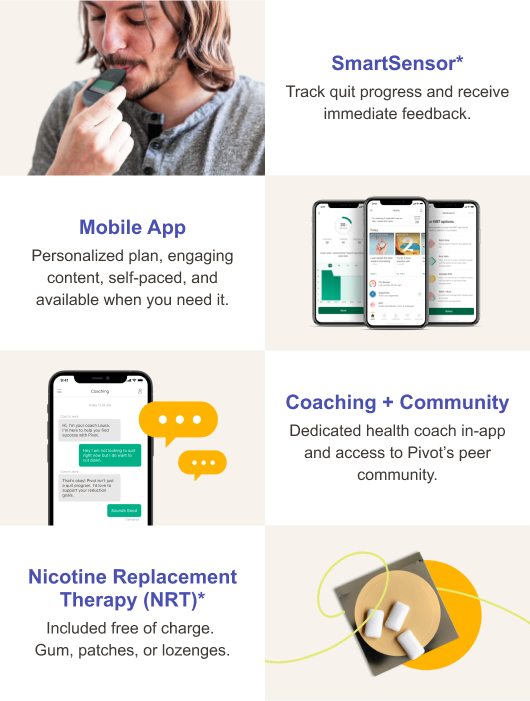
Smoking can turn your summer days from relaxing to stressful in the blink of an eye. Have you put mental energy into finding smoking spots or wrestling with a smoking schedule while traveling?

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But, why light up when you can cool down with Pivot's SmartSensor\*, proven to help reduce the number of cigarettes smoked per person.



**The Pivot program is comprised of:**



\*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: *Don't let smoking get in the way of summer fun*

Preview text: *Kick the habit with the help of Pivot, the premier quit program*

**

**Don't let smoking get in the way of summer fun.**

[Insert eligibility copy here]

Summer months are meant for fun — time with your family, outdoor activities, and ultimate moments of relaxation. But, has the need to indulge interrupted either planned and spontaneous activities for you before?



Don't let smoking get in the way of summer fun. Instead, give Pivot a try! Get started immediately to gain access to the first FDA-cleared SmartSensor\*, proven to help in quitting smoking.



**The Pivot program is comprised of:**

Graphical user interface

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.