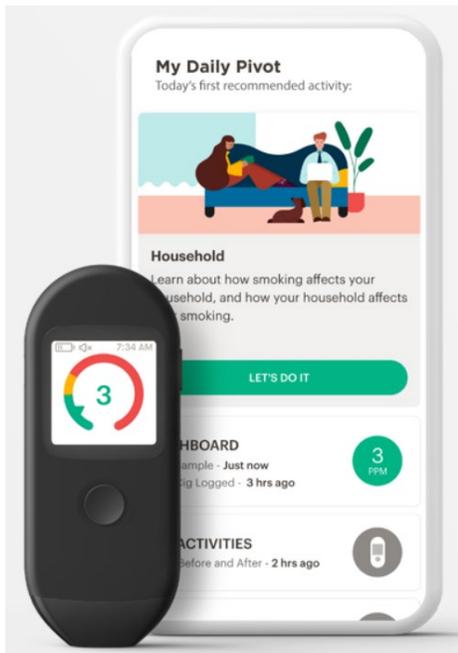


# Pivot is transforming how people quit smoking.

A personalized program that uses a smartphone app, digital sensor, and personal coaching to help you build the skills and motivation you need to quit smoking—and to track your progress along the way.



## Progress Tracking

Quitting smoking can seem like it's all or nothing—either you've quit or you haven't. But the truth is that quitting smoking is a process, just like reaching any goal or acquiring any new skill. With the Pivot Breath Sensor and Pivot app, you have a fun, engaging way to track that progress. Pivot helps you see all the little wins on the way to your big quit victory.

## Designed for all smokers

Typical quit programs ask you to set a quit date right when you start. Not ready to do that? You're not alone. About ⅓ of smokers aren't ready for that. In Pivot, you don't have to set a quit date until you're ready. Because once you have the motivation to quit for good, all the rest falls into place. Pivot is designed to help you build that motivation.

## Personalization

Smoking isn't the same for everyone. Neither is quitting. That's why Pivot uses a personal breath sensor, one-on-one coaching, and a customizable smartphone app — to help you figure out your own motivations, track your progress, and build a quit plan that works for you. With Pivot, you don't have to quit smoking — you get to.

The Pivot team is here to help, contact us via: (650)249-3959 or by email at: [info@pivot.co](mailto:info@pivot.co)

## How Pivot is Different



### The Pivot Breath Sensor

The only FDA-cleared carbon monoxide breath sensor for consumer use. It changes the game.



### The Pivot App

Quite simply, it's why people describe Pivot as something they get to do, instead of something they have to do.



### Nicotine Replacement

Clinically proven nicotine replacement therapy (gum, lozenges, the patch) delivered right to users' doors.



### Coaching

Pivot users are paired in-app with a personal coach who stays with them for the duration of the program.



### Community

Participants have access to robust support from fellow Pivot participants.



### Engagement

In client settings, Pivot enrolls up to three times more participants than the industry average.