



Prepare To Be Blown Away

This isn't smoking cessation. It's a revolution.

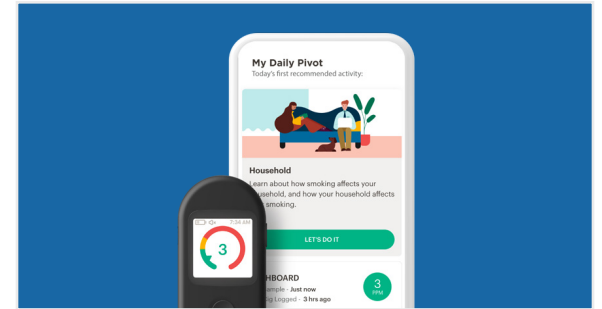


The Pivot Breath Sensor

The Pivot Breath Sensor measures carbon monoxide (CO), one of the main toxins in cigarette smoke. By simply delaying their next cigarette, smokers can see their CO levels drop. Skip a few cigarettes, and they can approach the CO levels of a non-smoker.

What does that mean?

Well, 70% of clinical study participants said the sensor increased their readiness to quit. This isn't an incremental improvement in smoking cessation—it's a breakthrough.



ENGAGE YOUR WAY

Works on its own or with the full Pivot quit app



FDA CLEARED

Only med device available over-the-counter for use in smoking cessation programs

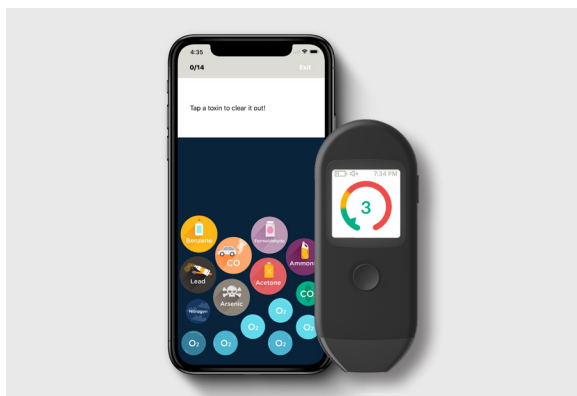


INSIGHTS AT YOUR FINGERTIPS

Biometric data powers awareness of smoking behaviors

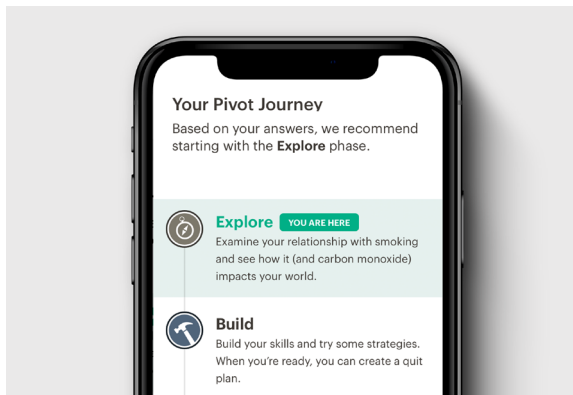
What's So Different About Pivot?

Ever seen a quit program you'd be excited to try? Of course not. They're about as engaging as a trip to the DMV. But not Pivot. It uses a mobile sensor, fun activities, a rich app, and behavioral science to turn quitting into an opportunity, instead of an obligation.



Interactive Behavioral App

Pivot may be a clinical program, but the engaging app it comes with is just inherently enjoyable. You don't have to quit; you get to Pivot.



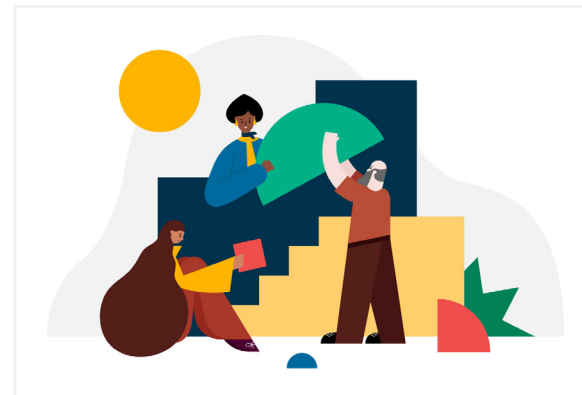
A Program For All Smokers

Traditional quit programs start by asking users to set a quit date. About 2/3 of smokers aren't ready to do this. Pivot accepts everyone. And those "not now" folks end up quitting at the same high rate as those who enter ready to quit.



Nicotine Replacement

Nicotine-replacement therapy—patches, gum, and lozenges—is proven to help people quit smoking. Pivot participants can order it in-app and have it delivered right to their door.



Community

Pivot's vibrant user community offers support by and for people at all stages of the journey, from current smokers all the way to people long since settled into their smoke-free lives.



Personal Coaching

Each Pivot user gets paired with a coach who stays with them for the duration of the program. And all communication is via in-app chat—no need to schedule calls.