

## AD 1: Instagram – Youth Audience



### Image Copy:

Be bold.

Be you.

Text VAPEFREENC

To 873373

Get started with the Live Vape Free™ program for support to help you quit vaping in a way that works for you.

### Caption A (max 125 characters):

Get resources to quit vaping and find the plan that's right for you. Learn the facts about vapes and e-cigarettes.

### Caption B (max 125 characters):

Vaping can become a lifelong addiction. Quit with personal coaching and support to help you live vape free, for life.

### Call to Action: (Click through to [livevapefreenc.com](https://livevapefreenc.com))

Learn More

**AD 1: Facebook – Youth Audience**



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Get started with the Live Vape Free™ program for support to help you quit vaping in a way that works for you.

Headline (max 40 characters):

Get Help to Quit Vaping Today

Caption A (max 125 characters):

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Caption B (max 125 characters): Youth

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Link Description (max 30 characters):

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## AD 2: Instagram – Adult Audience



### Image Copy:

Teach them  
how to be bold.

Through **Live Vape Free™**, we can coach you so you can talk with teens about vaping. It's never too soon to show teens how to deal with peer pressure and make their own decisions for their health and life.

### Caption A (max 125 characters):

Quitting can be difficult. But, if you want to help kids quit vaping, you can get the resources they need to be successful.

### Caption B (max 125 characters):

Get resources to help kids quit vaping and find the plan that's right for them. Learn the facts about vapes and e-cigarettes.

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