Reynolds American – US CALEB
“eblast_actnow”

subject – not for design
Stop Biden’s Ban on Menthol Cigarettes

preheader – 150 max, not for design
I choose to use legal tobacco products. Telling adults what they can and can’t do is against what it means to be an American.

[email body] –
{logo at the top}
{plain text}
VD_FIRSTNAME,

The Biden-Harris administration has a new target—menthol—and if we don’t take action today, **menthol cigarettes will be banned in America.**

Help stop Joe Biden’s ban by contacting your representative now! >>>

Prohibition didn’t work in the 1920s, so why do out-of-touch politicians think it will work today? History has shown us that unnecessary bans not only backfire, but have unintended consequences on all of us.

Whatever happened to American freedom? Personal liberty?

There are better options, VD_FIRSTNAME. From expanded access to alternative nicotine products to greater resources for those who want to quit, there are commonsense solutions out there for us to choose.

But we need you to act now.

I choose to use legal tobacco products. Telling adults what they can and can’t do is against what it means to be an American.

VD_FIRSTNAME, don’t let the Biden-Harris administrative force their agenda down our throats.
Visit our website now to contact your representative and put a stop to Biden’s ban on menthol cigarettes.

{button} **ACT NOW**

Thank you,

NEED NAME

{footer}
{logo}

{disclaimer}
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