



Flight Dates:

Spot Length: :60

Talent: -----

Required for all Ads: link / CTA in description on Omny / YouTube

MID-ROLL :60

Podcast Read Best Practices: [HERE](#)

ABOUT LUCY:

LUCY is the Official Pouch Partner of Almost Friday. Premium, 100% tobacco-free nicotine pouches made for true pouch connoisseurs. LUCY Pouches and LUCY Breakers deliver long-lasting flavor for a seriously satisfying pouch experience.

TALKING POINTS:

- Personal Experience **(Required: talk authentically about your experience with LUCY products and share which flavor/product line is your favorite. Ideally, we have LUCY products on set)**
 - What product is your favorite and why?
 - What is your favorite flavor? Etc.
 - How do you use the products?
 - To help Focus? For Energy? To Relax?
 - After/Before a Workout? While you're having a few beers?
 - Talk about the office vending machine....
 - How do your friends or people in their community use the product?
- LUCY is the obvious choice for the true nicotine pouch connoisseur, that's why they're the Official Nicotine Pouch Partner of Almost Friday.
- LUCY Pouches go up to 12mg strength and have a unique shape that feels great.
- LUCY Breakers are nicotine pouches with an extra surprise. Each pouch holds a hydrating capsule that you crack with your teeth for an instant burst of long-lasting flavor.
- Every other pouch is the same, LUCY Breakers are the only ones doing it differently to give you the longest lasting flavor in pouches.
- LUCY is now in stores nationwide. You can find a retailer near you at [LUCY.CO/STORES](https://lucy.co/stores) or get LUCY delivered to you ASAP on apps like DoorDash and GoPuff. And, you can always set it and forget it with a monthly subscription delivered to your door from [LUCY.CO](https://lucy.co)



CTA INSTRUCTIONS:

- This CTA **must be read verbatim** during the specified integration sections.
- Do not alter, paraphrase, or add to the required language.
- **Ensure the legal disclaimer is included exactly as written.**

CALL-TO-ACTION:

LUCY is the only pouch that delivers long-lasting on-demand flavor. Find a store at LUCY.CO/STORES or get it shipped with 20% off your first order at LUCY.CO/**NEXT** using code **NEXT**.

(This next section is mandatory - you must read verbatim)

And here comes the fine print: LUCY products are only for adults of legal age, and every customer is age-verified. Warning, this product contains nicotine. Nicotine is an addictive chemical.

Note: This CTA section applies only to YouTube integrations. For Meta (Facebook/Instagram), no call to action is permitted and should not be included in any content.

COPY / PASTE FOR YOUTUBE DESCRIPTION:

Find LUCY near you at lucy.co/stores, or save 20% on your first online order at lucy.co/NEXT with promo code **NEXT**.

For more information on compliant messaging and to dive deeper into each product for your own education, please refer to LUCY's in-depth guidelines [HERE](#).