

AD-ID: VCDC1555000H

SPOT TITLE: Tammy W_Dirty Secret Tip_AVO2_15_URL

LENGTH: :15

AS-RECORDED SCRIPT:

ART CARD: A TIP FROM A FORMER SMOKER®

WE SEE TAMMY TALKING TO THE CAMERA

SUPER: Tammy W., 51, Heart Disease from Smoking

TAMMY: I thought menthol cigarettes were healthier. Here's a dirty little secret,

CUT TO IMAGES OF TAMMY'S SURGERY

TAMMY: they're just as good at causing heart disease as any cigarette.

ART CARD: MENTHOL CIGARETTES ARE JUST AS DAMAGING AS OTHER
CIGARETTES.

ANNCR: You can quit. For free help, visit CDC.GOV/Tips

ART CARD: YOU CAN QUIT. FOR FREE HELP, VISIT CDC.GOV/Tips

Logo/legal: CDC

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