

***Tips From Former Smokers*® 2022 New TV Spots**

**Rebecca C “You’re Really There” :30 – URL CTA
ISCI Code VCDC1190000H**

The spot opens on the A Tip From A Former Smoker® logo and cuts to a shot of Rebecca C.’s foot against a blue tile wall. Her little toe is purple.

REBECCA C: The smoking restricts the blood flow.

The spot cuts to a shot of Rebecca C. in her living room. Text appears on the bottom right-hand corner of the screen that reads “Rebecca, California” and “Diagnosed with Buerger’s disease at 42.”

REBECCA C: It wasn’t until after they had done the surgery to remove all the toes that it really hit me.

The spot cuts to a shot of Rebecca C.’s foot—her toes have been amputated.

REBECCA C: You see the commercials. You never really put yourself in that person’s shoes until you’re there.

The spot cuts to a shot of Rebecca C. putting on her sneakers.

REBECCA C: And then when you’re there, you’re really there.

The spot cuts to an art card that reads “Smoking causes Buerger’s Disease.”

ART CARD:

You can quit. For free help, visit [CDC.GOV/TIPS](https://www.cdc.gov/tips)

CDC Logo

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ANNCR: You can quit. For free help, visit [CDC.GOV/TIPS](https://www.cdc.gov/tips)