

AD-ID: VCDC1436000H

SPOT TITLE: Ethan B_Not So Soothing Tip_AVO2_30_URL

LENGTH: :30

AS-RECORDED SCRIPT:

ART CARD: A TIP FROM A FORMER SMOKER®

Super: Ethan B., 59, Stroke Survivor

We see Ethan sitting at a table in the kitchen flipping through magazines.

(Pages flipping)

Cut to Ethan speaking to camera sitting and wearing a green sweater.

ETHAN: I remember seeing the menthol cigarette ads talking about how they were fresh and soothing.

Ethan walks by his door. Cut to Ethan looking out glass door.

Cut to Ethan speaking to camera sitting and wearing a green sweater.

ETHAN: Here's my tip. Smoking any type of cigarette can cause a stroke.

(Sirens)

Cut to an image of Ethan on a stretcher being pulled by EMTs.

ETHAN: and there's nothing soothing about that.

ART CARD: Menthol cigarettes are just as damaging as other cigarettes.

ANNCR: Menthol cigarettes are just as damaging as other cigarettes.

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

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

Logo/legal: CDC

Sponsored by the U.S. Department of Health and Human Services.

#CDCTips