

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](http://CDC.GOV/Tips)

ART CARD: YOU CAN QUIT. FOR FREE HELP, VISIT [CDC.GOV/Tips](http://CDC.GOV/Tips)

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