

AD-ID: VCDC1388000H,

SPOT TITLE: Noel S_Harsh Tip_AVO2_30_URL

LENGTH: :30

AS-RECORDED SCRIPT:

ART CARD: A TIP FROM A FORMER SMOKER®

SUPER: Noel, 42, New York

We see Noel wearing a surgical mask and walking through the reception area of a hospital.

Cut to a close up of Noel speaking to camera.

NOEL: *I used to think* menthol cigarettes weren't as bad as other cigarettes because they didn't seem as harsh.

Cut to Noel being handed paperwork from the front desk of a hospital.

(Sirens)

Cut to Noel speaking to camera in the hallway of a hospital.

NOEL: Here's a tip. Heart attacks caused by smoking menthols are just as harsh. Trust me, I had one at the age of 36.

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)

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