

AD-ID: VCDC1518000H

SPOT TITLE: Elizabeth B_Sophisticated Tip_AVO2_15_URL

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AS-RECORDED SCRIPT:

ART CARD: A TIP FROM A FORMER SMOKER®

WE SEE ELIZABETH SITTING TALKING TO THE CAMERA

SUPER: Elizabeth B., 63, Texas

ELIZABETH: I used to think smoking menthol cigarettes made you sophisticated

CUT TO PICTURES OF ELIZABETH IN THE HOSPITAL AND HER STITCHES

ELIZABETH: Here's my tip, smoking them could give you peripheral artery disease

WE SEE ELIZABETH TRYING TO WALK THROUGH HER DOORWAY

ELIZABETH: That's a sophisticated way of saying, you're going to have a hard time walking for the rest of your life.

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

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