

Client	Anti Cancer Council	Job No.	QUI0049
Product	Emphysema	Key No.	QUI0049-BP-R
Media	1 x 60 sec Radio	Date	REV 6/1/05
Title	Breathe Phone number	Version	2
Account Director	J Mant	Creative Team	P Fishlock

I'm going to do a little demonstration and I want you to do it with me.

Right, take a deep breath, deep as you can and hold it.

Now, take another breathe on top of it, you won't be able to take much in. Breathe out, just that last bit and breathe in again.

Out...in...

This is what breathing is like in the later stages of Emphysema. Sufferers describe it as feeling like you're suffocating 24 hours a day.

Even if you only smoke low tar cigarettes, chances are you have Emphysema in its early stages, just about every smoker does.

So now you know what lies ahead, take a deep breath and call Quitline 131 848, 131 848.