

A Cipla INITIATIVE

breathe free

TUFFIES

LET'S GO DHAN-TA-DAA!!!

THE CASE OF THE MISSING COOKIE

GULLU

VICKY

MINI

MR. PUFFY

NOTE: The story depicted is based on hypothetical case. Characters and details represented here is purely fictional and is for illustrative purposes only, not of actual patient.

MEET THE TUFFIES

The Tuffies initiative is all about promoting better respiratory care in Children. By inspiring kids living with chronic respiratory diseases like asthma, to rise above their condition, while empowering their parents to help them do so – Tuffies is committed to creating a world where asthma no longer holds children back from achieving their full potential.

So here's to being tough, breathing easy, and living a dhan-ta-daa!



VICKY

Meet Vicky, an 8-year-old living with asthma who has a wild imagination and a passion for detective novels! He lives in Vilaspur and dreams of being the world's best detective, just like his favourite, Jasoos Talash. He has a keen eye for detail and an inquisitive nature. But there's just one hitch - when he is tired and stressed or worried about getting an asthma attack, it gets hard for him to focus on solving cases. Luckily with the help of his buddies and his magical companion Mr. Puffy he knows how to stay 'tuff' and get back on track!



MINI

Meet Mini, Vicky's awesome and fearless 5-year-old sister! She's sharp, quick-witted and always eager to help her brother solve mysteries. Her intelligence, confidence and keen observation skills make her an asset to the detective team. Even though she's young, Mini has a bold spirit and inspires vicky to be fearless and strong. Together, they are unstoppable as they take on the toughest of cases and go on thrilling adventures.



GULLU

Meet Gullu, Vicky's big, strong and sometimes clumsy friend. He loves to join Vicky and Mini on their adventures to help them solve mysteries. Sometimes his clumsiness gets the team into trouble, but his strength often saves the day. He's a loyal and supportive friend who always has their back!



MR. PUFFY

Meet Mr. Puffy, Vicky's trusted companion. This pocket-sized powerhouse is always by Vicky's side, ready to give him the confidence boost he needs, to tackle any challenge. With his unwavering support and unbeatable attitude, Mr. Puffy plays an important role in Vicky's journey to becoming the world's greatest detective. With Mr. Puffy on his team, there's no stopping Vicky from living a dhan-ta-daa life.

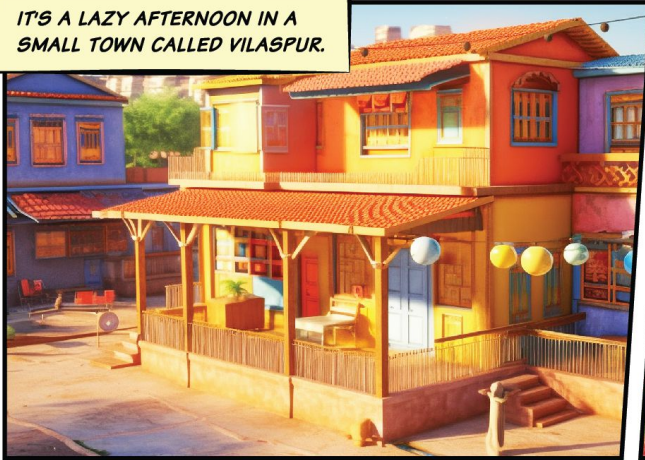


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For more information, please visit:
www.breathefree.com/tuffies

THE CASE OF THE MISSING COOKIE

IT'S A LAZY AFTERNOON IN A SMALL TOWN CALLED VILASPUR.



PUT ON MY HAT, GRABBED MY INHALER. READY FOR THE DAY!



MEET VICKY

VICKY IS A HUGE FAN OF 'JASOOS TALASH'.



HE WANTS TO BE "THE WORLD'S BEST DETECTIVE".

VICKY BHAYIYA, LET'S GO!



WAAA!

HEY GULLU, WHAT'S WRONG?

WHY ARE YOU LOOKING DOWN?

YAAR, VICKY MY COOKIE... MOM GAVE ME TWO COOKIES.

WHAT HAPPENED?

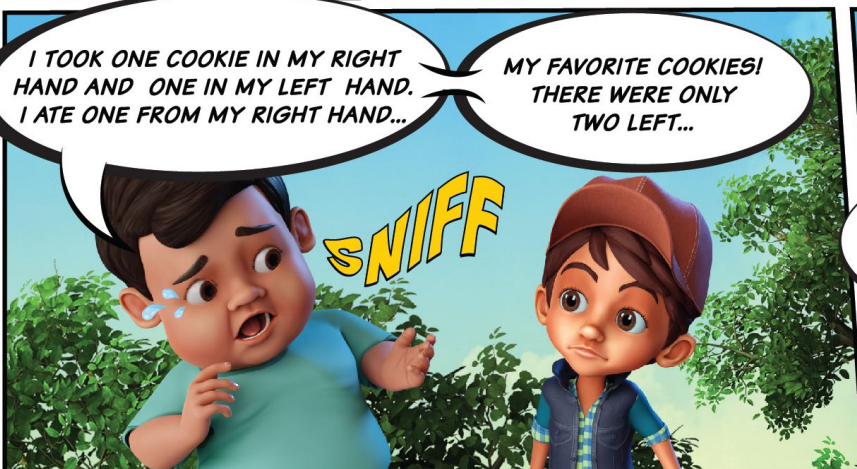


VICKY AND HIS LITTLE SISTER MINI, GO OUT TO PLAY WITH THEIR FRIEND GULLU.

I TOOK ONE COOKIE IN MY RIGHT HAND AND ONE IN MY LEFT HAND. I ATE ONE FROM MY RIGHT HAND...

MY FAVORITE COOKIES! THERE WERE ONLY TWO LEFT...

SNIFF



YOU LOST THE ONE IN THE LEFT?









OKAAY! HE'S IN FRAME
LET ME SEEEE...

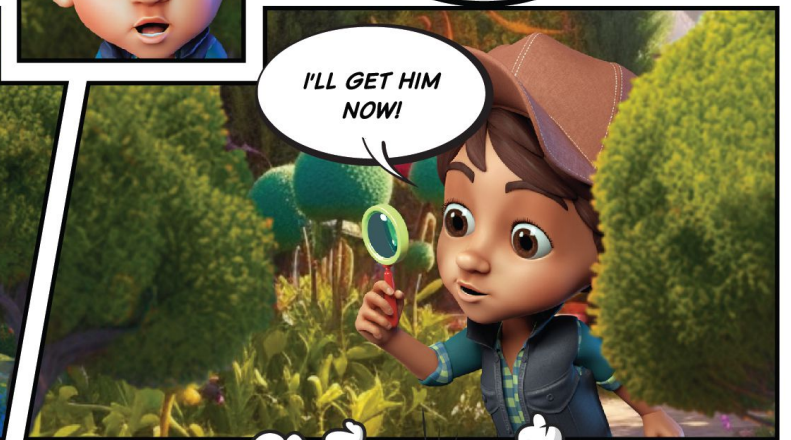
BUT,
GUYS...

OH NO!
I MISSED HIM!

LATER THAT AFTERNOON.

I CAN SEE HIM.





FINALLY, THEY REACH MR. GOGO'S HOUSE.



VICKY RINGS THE DOOR BELL AND HIDES.

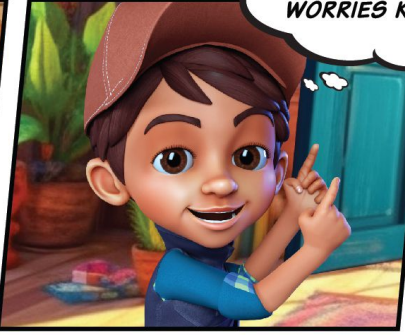
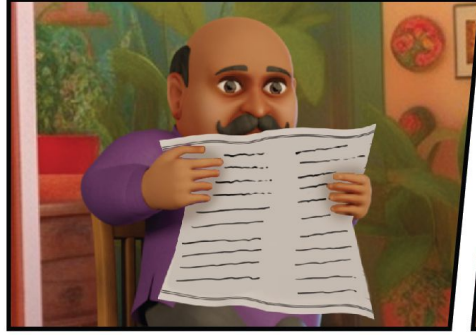
EH?

I'LL SNEAK IN WHILE MINI DISTRACTS MRS. GOGO.

HELLO, MRS. GOGO. HOW ARE YOU DOING?

I CAN SEE HIM! THIS IS MY LAST CHANCE!

WHEN WITH TALASH, WORRIES KHALLAS.





LOOKS LIKE THIS CASE WILL REMAIN UNSOLVED.

JUST THEN VICKY'S IMAGINARY FRIENDS, MR. PUFFY APPEARS

HEY VICKY, WHAT HAPPENED? WHY DO YOU LOOK SO SAD?

POOF!

VICKY TELLS MR. PUFFY THE WHOLE STORY.

OH THAT'S IT? THESE SMALL SETBACKS DON'T STOP HEROES.

BREATHE IN AND COUNT TO TEN, BREATHE OUT AND LET GO OF DOUBT.

REMEMBER OUR MANTRA 'BREATHE IN AND COUNT TO TEN, BREATHE OUT AND LET GO OF DOUBT'. THINK WHAT WOULD JASOOS TALASH DO.



YOU ARE RIGHT! THERE IS INDEED A MISSING LINK.

I MUST GO BACK TO GULLU'S HOUSE TO FIND IT.



SEE, OUR MANTRA WORKS!



IF THE TRAIL HAS STOPPED HERE THEN...



WHAT COULD BE THE OTHER REASON FOR THE COOKIE TO DISAPPEAR? DID SOMEONE EAT IT?



LET'S GO DHAN-TA-DAA!!!



GULLU!!!! IT WAS YOU WASN'T IT!



WHY DIDN'T YOU TELL US?



I WAS TRYING TO THIS WHOLE TIME.

I HAD TWO COOKIES, ONE IN EACH HAND.

I WAS SUPPOSED TO EAT ONLY THE ONE IN MY RIGHT HAND AND KEEP THE ONE IN MY LEFT HAND FOR LATER.



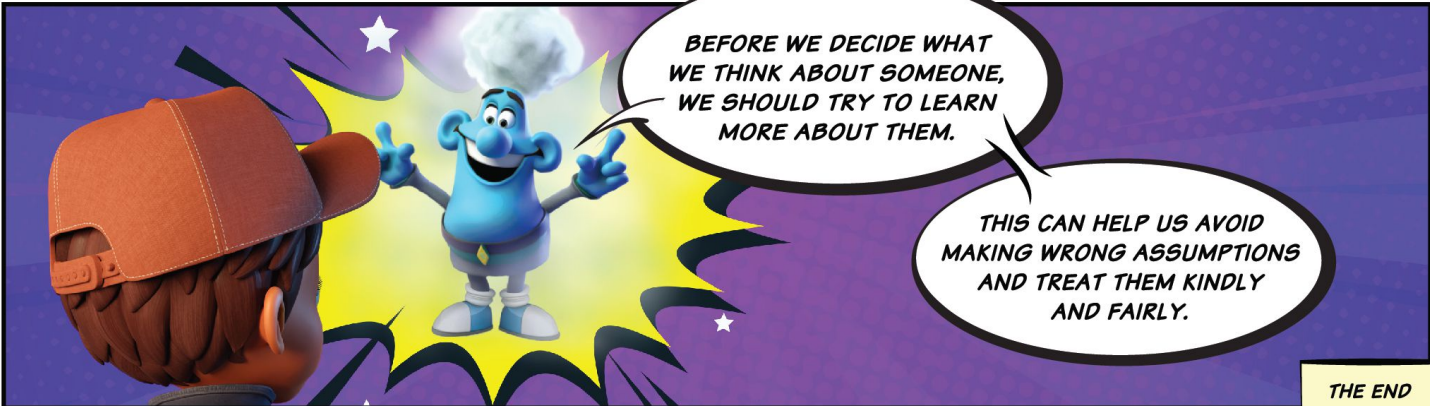
FLASHBACK



GULLU FINISHES EATING THE COOKIE FROM HIS RIGHT HAND AND...



....FROM HIS LEFT HAND TOO!



THE END

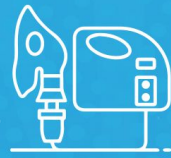
FIND THE WAY

HELP THE TUFFIES TEAM FIND THEIR FAVORITE MOUTH WATERING COOKIES.



Cipla

HELPING INDIA BREATHE FREE



NEBULIZERS



SPACERS



NASAL SPRAY



INHALERS



TABS & SYRUPS



Do consult your doctor for more information regarding your condition

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