ERADICATOR

THE ANTISMOKING SUPERHERO BATTLES... THE RETURN OF SMOKE PHANTOM!
Broad and muscular, Eradicator teaches the virtues of living a smoke-free life. With a menacing body language of a man ready for combat, he warns young people of the giant bent on tempting them to smoke: Smoke Phantom. This enemy kills, he knows. Before his rise to fame, he began an ill-fated journey. Exhausted and on the brink of death from years of smoking, Ethan was rescued by slow and infinitely calm Russian Doctor Nikolai Eradov, who performed a radical surgery to eradicate the tar that ravaged Ethan’s body.

The treatment was a success! Ethan inhaled deeply, thanks to a pair of new bionic lungs. As one who had never liked to ask anyone for help, he was grateful for his restored health... and pledged to be The Eradicator!

Today, Eradicator vows to go on fighting Smoke Phantom. Before battle, he dons the supreme body suit, giving him super strength, speed and mobility. While his shades reveal the faces of youths at risk for smoking, his bionic lungs fuel his power to blow tornado-like winds at any smoking menace. In the name of good health, he clears the air. Wherever a kid is tempted by the allure of smoking, Eradicator will be there stomping out the urge to puff!

Smoke Phantom

He’s more than a puff of hot air. He’s sly. This master of deceit fuels his rise to power by luring more teens to cigarette smoking. As they light up, smoke chokes the health out of all those in his path. If you aim to blow him away, beware, for this touch-less villain has a temper hot enough to burn you.
Ok kids, I've got to go to work, you should be going to school now, see you later!

Mom, remember I'll be at Joey's after school

Yeah, just stay out of trouble Sam! See ya!

Really? Cool, shoot!

Speaking of trouble Sam... I feel I should give you an "older brother advice".
When I was your age some kids told me that if I wanted to hang out with them I would need to smoke. It wasn’t cool at all... I stood face to face with the smoke phantom. It was so scary... Eradicator saved me.

Eradicator? You mean the anti smoking super hero? I thought he was an urban legend.

Completely real! He even gave me this for emergencies, now I want you to have it.

Gosh Steve, thanks man! It’s sooo cool.

Riiiiing!

No problem, gotta run, take care!
A FEW HOURS LATER IN CLASS... HOURS LATER AFTER SCHOOL...

READY TO HANG OUT AT MY HOUSE AFTER SCHOOL?

YUP... IT’S GOING TO BE F-U-N! GOT SOME COOL THINGS TO DO!

TIME TO GO!

LET THE FUN BEGIN... YAY!

A FEW MINUTES LATER AT JOEY’S PLACE...

MOM? DAD? WE’RE HOME!

LOOK JOEY! THEY LEFT A NOTE FOR YOU...
Joey, I'm with Dad, we had to go out for a couple of hours. Left pizza on the table for Sam and you. We'll be back in no time, please behave!!

Mom

Well, looks like we're on our own! Super! What should we do first?

First, a lot of pizza!

Delicious pizza... my favorite food...

This is tasty!
AFTER PIZZA, NOTHING BETTER THAN A VIDEO GAME CHALLENGE...

Wanna play another videogame?

Again? Come on Sam, we just beat the computer ten times... it's not fun anymore.

Next, annoy Mr. Scratches for a while!

Then? What should we do?

I got it! Come with me!

What are you looking for?

You'll see... just a sec Sam...
It's strange. The day was sunny, and now there's smoke all around us...

Bingo! Found'em! To the living room!

A few moments later...

No way Joey! I didn't know your parents were smokers... Doesn't all that smoke bother you?

How about trying one of these?

I'm just curious... I guess that if they do it, it can't be that bad.

Meanwhile, a tremendous smoke storm started stalking Joey's house.

It's strange. The day was sunny, and now there's smoke all around us...

Come on, Sam. Stop being chicken. Let's light this baby...
COUGH! COUGH!
I CAN'T BREATHE...

Darn it, Joey... I told you not to try it!

Cough! Cough!
I can't breathe...

HAHAHA!

Ha, ha, ha!! There you go boys!!

The smoke's getting inside the house! What's going on!!?

Cough! Cough!
It's the Smoke Phantom! We're in deep trouble!

Cough! Cough!

Cough! Cough!
MEANWHILE IN THE OTHER SIDE OF THE CITY.

THE EMERGENCY CALL IS COMING RIGHT FROM THE BLACK SMOKE SOURCE... SOMEBODY'S IN DANGER!

THAT'S NO STORM... OH NO! I THOUGHT I HAD DEFEATED HIM FOR GOOD, BUT IT SEEMS THE EVIL SMOKE PHANTOM IS BACK!

Eradicator zoomed over the city to save Sam and Joey!

There's only one Super Hero that can help us get out of this one.

The emergency call is coming right from the black smoke source... Somebody's in danger!
LEAVE THOSE KIDS ALONE SMOKER PHANTOM!

WE MEET AGAIN! THERE'S NOTHING YOU CAN DO... YEARS AGO I HAD STEVE, AND NOW IT'S TIME FOR HIS BROTHER SAM TO START SMOKING. HA, HA, HA!

NOT IF I CAN STOP IT... YOU WON'T HAVE THEM!

LEAVE NOW OR FACE MY RAGE!
Switching to night vision... Sam! Joey! Run to me, I’ll protect you...

I’m scared!

Help! Eradicator!

The smoke is so dense. I can hardly see... Cough, cough...

Sam, watch out, behind you!

Oh no!

You’re not getting me so easy Smoke Phantom!

But I’ve got your friend. Ha, ha, ha!
I’LL USE THE POWER OF MY HEALTHY LUNGS, AND YOU’LL BE GONE IN A FLASH!

Yeah? But first inhale this!

COUGH, COUGH, COUGH... I CAN’T BREATHE... THE NICOTINE IS KILLING ME...

COUGH! COUGH!

ERADICATOR IS GONE! SURRENDER TO THE SMOKE PHANTOM, SAM. THERE’S NOTHING YOU CAN DO.

Nooo! ERADICATOR!
Gone? Never! I won’t let you ruin the lives of innocent children... Smoking is not right! Take this!

Not again Eradicator, you’ll pay for this! You will never stop me!

Thanks, Eradicator. You saved our lives! I’m glad you’re ok. I thought it was the end, it was so close!

We learned our lesson. There’s no way we’ll try it again!

Study hard, practice sports, volunteer... avoid boredom and keep away from the grip of the Smoke Phantom. Once he’s got you, it’ll be hard to get away!
- Belong to the larger and cooler group the one that doesn’t smoke.
- Smoking causes bad breath.
- Smoking makes your clothes smell bad.
- As a non-smoker you can do more in life.
- Cool people-like athletes never smoke.
- Most kids think smoking is not cool!
A Public Entity

Inland Empire Health Plan