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Smoker who lost fingers, toes in new anti-cigarette ads

BY JORDAN LITE
DAILY NEWS STAFF WRITER

Wednesday, April 16th 2008, 4:00 AM

The city will unveil its latest anti-smoking ads on Wednesday, featuring a [Bronx](#) woman with 20 amputations she says are the result of cigarettes.

And for the record, she says, "I don't smoke anymore."

This year, the Daily News revealed that an upstate amputee in a \$1.8 million state-funded anti-smoking ad was still puffing away. Skip Legault was open about his habit with The News, but the spots never said he still smoked.

The city's Health and Mental Hygiene Department declined to comment on whether it was reacting to the unusual omission in the state's ad, which shocked and dismayed News readers when the paper reported on it Jan. 11.

The city's new poster girl quit smoking two years ago with the help of nicotine patches. But "Marie," whom city officials identified yesterday only by her first name, is now missing many of her fingers and toes.

"It got so painful one night, I went to the emergency room, and that's when the amputations began," she tells the camera.

"I've gotten this disease from smoking," she says. "Twelve years and 20 amputations later, I ask myself: Was it worth it?"

The new ads will be ubiquitous - on TV, radio, the Internet, and in taxicabs and subways, including the entire Atlantic Ave. station in [Brooklyn](#).

The "Skip in the Park" TV spots stopped running Jan. 20, nine days after The News reported that [Legault](#), who is missing his right leg, still smoked. The online ad campaign ended Feb. 8.

A state Health Department spokeswoman said the timing was not related to the revelation about Legault, but that the agency was now market-testing "testimonials" it shot of him and other smokers before deciding whether to air them.

The city's new ads are "very powerful," state health spokeswoman [Claire Pospisil](#) said.

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NewNicknyc Apr 16, 2008 9:07:21 AM [Report Offensive Post](#)
Why would I care about some woman who lost her fingers and toes because she was a STUPID smoker? They should raise the price of cigarettes to \$20.00 a pack and the insurance companies should not cover any smoking related expenses or treatments.

Hoboken AI Apr 16, 2008 10:15:14 AM [Report Offensive Post](#)
Anyone who smoked after 1964 is an A S S **** which included me until 9

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Anyone who smoked after 1904 is an A S S which included me , until 9 years ago . These amputations sound like diabetes, rather than symptoms of smoking . Even though I don't smoke any more, I think the Nicotine N A Z I S propaganda is worse than the tobacco companies' advertising . Most of it is totally bogus .

Educated Woman Apr 16, 2008 12:52:00 PM [Report Offensive Post](#)

It's a damn shame that it always takes something drastic to make smokers wake up. Until their health is severely affected, they just keep on puffing away, oblivious to the damage that is occurring inside.

ThePhantom Apr 16, 2008 2:54:44 PM [Report Offensive Post](#)

They never learn!

BobbyMeade Apr 16, 2008 4:31:21 PM [Report Offensive Post](#)

I wrote Nicotine Madness in response to your nonsense in January. Why are you doing this again? If this woman's nicotine patches didn't cause her problems, she has probably been chewing on her butts! From NY FT: Nicotine Madness: In response to commercials portraying amputations attributed to smoking: New York Anti-smoking Poster "Boy", Skip Legault said that his parents made him eat a pack of cigarettes when he was a kid. 3 cigarettes is probably a fatal dose. Nicotine is one of the most toxic substances there is. If he did eat them, that is probably what messed him up more than smoking! You always hear about babies dropping dead from nibbling on cigarette butts that they've seen in their parents mouth. It is no bull! Tobacco is of the Deadly Nightshade family. What in God's name ails this medical profession to make like smoking did this to Legault? Check and see, and I bet his troubles started when he was forced to eat cigarettes. 1/15 Since Bush Daddy said that the Bush Nazis ha

BobbyMeade Apr 16, 2008 4:32:48 PM [Report Offensive Post](#)

.... Bush Nazis have been using nicotine as a means of chemical assault (nicotine is in insecticides), I researched the matter. Nicotine can be absorbed from guts, lungs, and skin. Ingestion of small amounts of nicotine, a bitter-tasting compound, causes vomiting, nausea, headaches, salivation, abdominal cramps, stomach pains, agitation, a rapid weak pulse, and bowel and bladder evacuation. Larger amounts cause convulsions, extreme weakness, confusion, paralysis, coma, respiratory arrest, and death. Even though it says that ingestion of nicotine causes the blood vessels to collapse, they say that they still haven't linked it to peripheral vascular disease. Duh! The fatal dose is listed as 40 milligrams per kilogram. I bet that Skip Legault has always had peripheral vascular disease since his parents made him eat those smokes. Smoking is a big deal with these Bush Nazis probably because they are trying to justify Bush Daddy dumping his buddies in the Pacific, saying that he smelled smok

BobbyMeade Apr 16, 2008 4:35:21 PM [Report Offensive Post](#)

.... he smelled smoke in the cockpit after telling his buddies that he didn't mind if they smoked. "The curse of an evil deed is that it will always continue to engender evil" Schiller. So it goes as Nicotine Madness replaces the Reefer Madness of yesterday. "Behold they are less than nothing." (Is. 41:23-24) Although Bush Daddy says that Nazi death doctor Nicky Exarchou has boxcars full of nicotine etc. to dump on you, don't get shook! I can probably save you or at least you will probably die laughing." From GHW Bush; Friend of the Devil! For the latest, try Hidden Things You Do Not Know 4/15 What the **** is wrong with NYC IMC?

Sazo Apr 16, 2008 4:41:49 PM [Report Offensive Post](#)

LETS DO THE MATH 20 AMPUTATIONS, OF FINGERS AND TOES, THAT LEAVES ZERO FINGERS AND TOES, UNLESS EITHER THE MOTHER OR FATHER WAS AN OCTOPUS OR SPIDER. SO THIS NICOTINE ADDICT ADMITS TO " I DON'T SMOKE ANYMORE" GOOD THING OR HOW WOULD SHE HOLD A CANCER STICK? IN HER A** CRACK!

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