

A Cipla INITIATIVE

breathe free

# TUFFIES

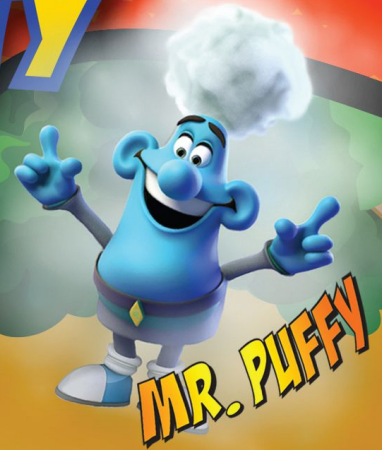
LET'S GO DHAN-TA-DAA!!!

Co-created with Pediatricians of India

## MYSTERY OF THE LOST KITTY



GULLU



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 life!



**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.



Scan QR code to  
Download Tuffies E-Comic Book

For more information, please visit:  
[www.breathefree.com/tuffies](http://www.breathefree.com/tuffies)

# MYSTERY OF THE LOST KITTY!

ON A LAZY SUNDAY AFTERNOON  
IN A SMALL TOWN CALLED VILASPUR



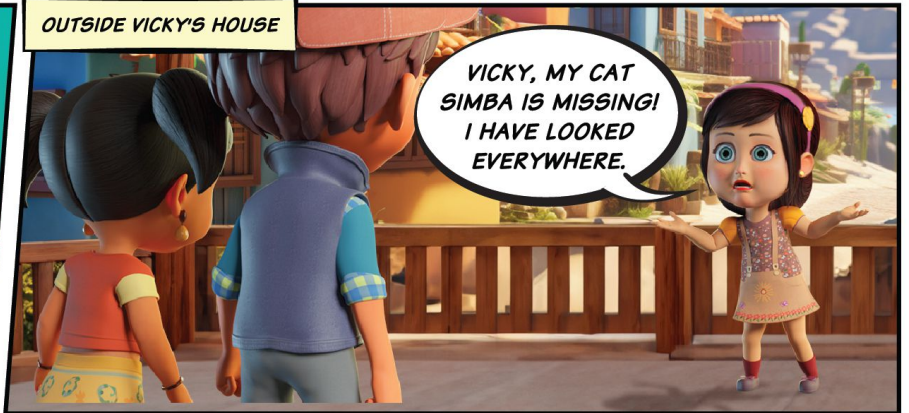
VICKY IN HIS ROOM, READING A  
JAGGA JASOOS COMIC WITH ENTHUSIASM

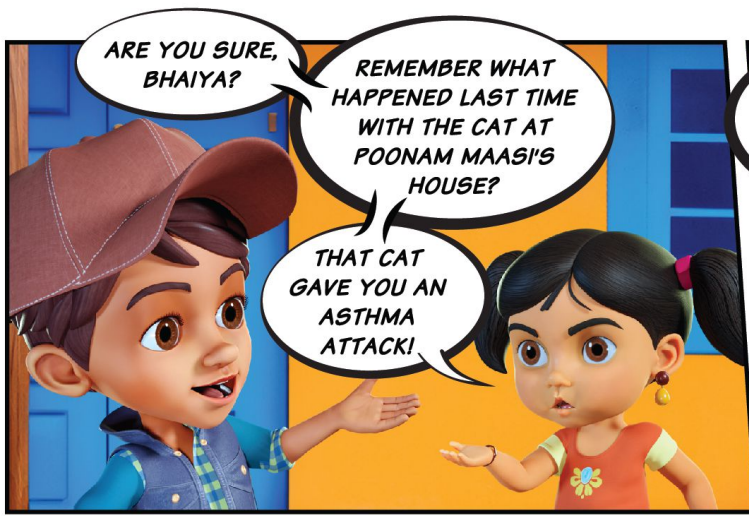


VICKY GETS READY FOR THE DAY



OUTSIDE VICKY'S HOUSE





ARE YOU SURE, BHAIYA?

REMEMBER WHAT HAPPENED LAST TIME WITH THE CAT AT POONAM MAASI'S HOUSE?

THAT CAT GAVE YOU AN ASTHMA ATTACK!



MINI, WE'RE DETECTIVES. WE TAKE ALL CASES, AND RINKU IS OUR FRIEND.

I'VE BEEN USING MY INHALER REGULARLY, INCLUDING THIS MORNING, SO I'LL BE FINE.

OKAY BHAIYA, LET ME GO GET GULLU TOO!

VICKY GOES TO HIS ROOM AND FINDS PUFFY THERE.



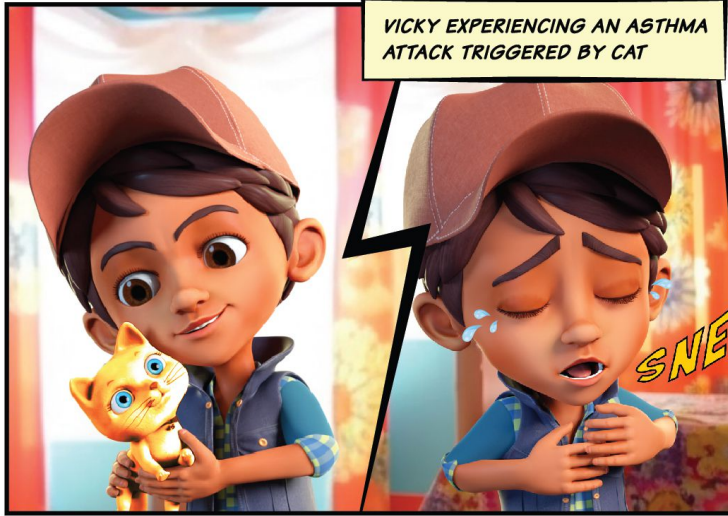
**HEY VICKY!**  
NEW CASE? EXCITED?



UH..YES

VICKY, EVERYTHING ALRIGHT? YOU LOOK STRESSED!

PUFFY & VICKY RECALLS THE LAST SUMMER VACATION.



VICKY EXPERIENCING AN ASTHMA ATTACK TRIGGERED BY CAT

**SNEEZE**



IT SEEMS LIKE A CAT FUR RELATED ALLERGIC REACTION, COMMON IN KIDS WITH ASTHMA.

VICKY AND HIS MOTHER AT DOCTOR'S CLINIC



IT'S ALRIGHT, AS I HAVE ADVISED, USE YOUR INHALER REGULARLY AND JUST BE CAREFUL.

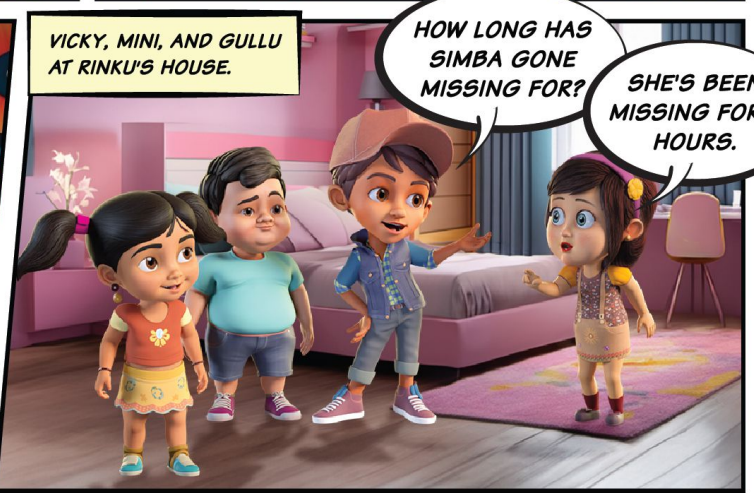


VICKY, DON'T WORRY, JUST USE YOUR INHALER AS ADVISED BY YOUR DOCTOR. IT'S BEST TO BE PREPARED.

REMEMBER OUR MANTRA?



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



VICKY, MINI, AND GULLU AT RINKU'S HOUSE.

HOW LONG HAS SIMBA GONE MISSING FOR?

SHE'S BEEN MISSING FOR 2 HOURS.



ALL FOUR OF THEM SEARCH THE HOUSE.



A CLEAN LITTER BOX IS IMPORTANT. A DIRTY ONE CAN STRESS OUT A CAT.



RINKU, WHAT IS SIMBA'S FAVOURITE FOOD?

THIS IS SIMBA'S FAVOURITE TREAT!



OKAY! LET'S SCATTER IT AROUND THE HOUSE AND SEE IF SIMBA COMES.

THE TEAM SCATTERS THE TREATS ALL AROUND THE HOUSE.



GOOD, NOW LET'S GO OUTSIDE AND SEARCH THE GARDEN.



GULLU PUTS A PACKET OF TREATS IN HIS POCKET.



AT RINKU'S GARDEN



USUALLY, SIMBA LIKES STAYING AT HOME. BUT AT TIMES, SHE CAN BE NAUGHTY OR CURIOUS.

DOES SIMBA GO OUTSIDE?



SO WHAT MAKES SIMBA CURIOUS?



ANYTHING THAT MOVES AND IS NEW. CATS ARE SUPER CURIOUS.

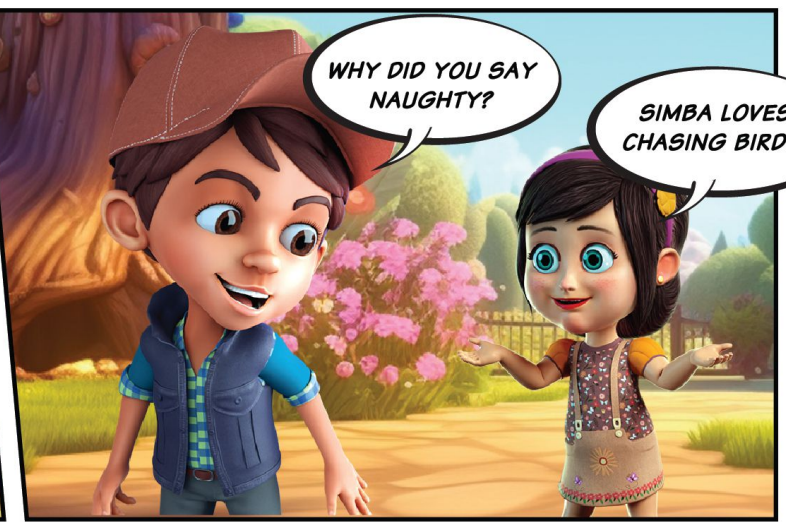


GULLU SEES A BRIGHT BLUE FEATHER FALL ON THE GROUND. HE GETS CURIOUS AND PICKS IT UP



WHY DID YOU SAY NAUGHTY?

SIMBA LOVES CHASING BIRDS!



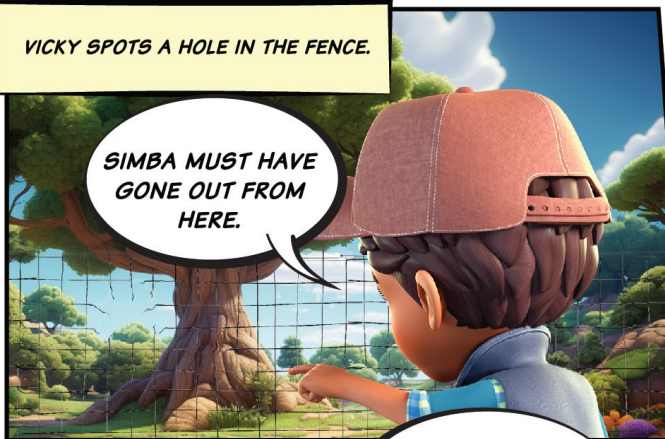


BUT YOU DON'T HAVE ANY PET BIRDS RINKU.



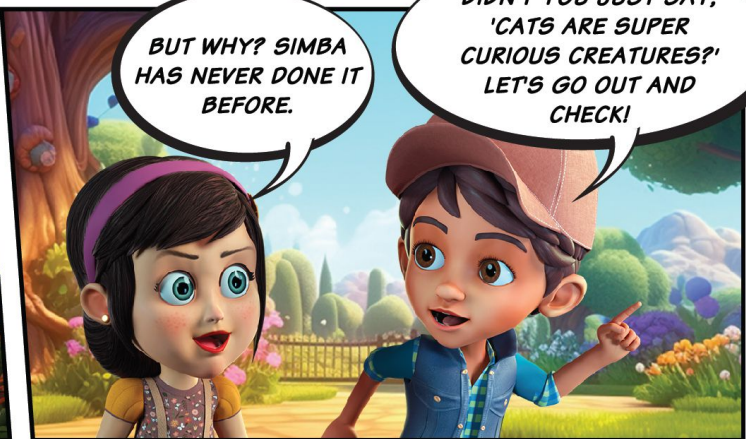
WHY ARE YOU LOOKING AT ME?

**AHHHHH!**



VICKY SPOTS A HOLE IN THE FENCE.

SIMBA MUST HAVE GONE OUT FROM HERE.



BUT WHY? SIMBA HAS NEVER DONE IT BEFORE.

DIDN'T YOU JUST SAY, 'CATS ARE SUPER CURIOUS CREATURES?' LET'S GO OUT AND CHECK!



OUTSIDE THE FENCE, MR. GOGO MEETS THE KIDS.

HI KIDS. ARE YOU ALSO GOING TO THE PARK?

WHY UNCLE? WHAT'S GOING ON AT THE PARK?



OH A FLOCK OF BLUEBIRDS - I THINK MACAWS - HAVE ESCAPED FROM THE ZOO.



VICKY MAKES THE CONNECTION.

**SIMBA**



SIMBA MUST HAVE FOLLOWED THE BIRDS. LET'S GO TO THE PARK!

EVERYONE ARRIVES AT THE PARK.

LOOK, THERE'S A FLOCK OF BIRDS ON THAT TREE. LET'S GO CHECK IT OUT.



WE SHOULD PLACE SIMBA'S FAVOURITE TREATS HERE. THE FAMILIAR SCENT MIGHT HELP HER FIND HER WAY.

GULLU, HAND OVER THOSE TREATS I SAW YOU PUT IN YOUR POCKET.

I WASN'T GOING TO EAT THEM! I CARRIED THEM FOR SIMBA.

THE TEAM SCATTERS THE TREATS BELOW THE BIG TREES.



I CAN HEAR MEOW MEOW!

YES! YES. THAT IS SIMBA.



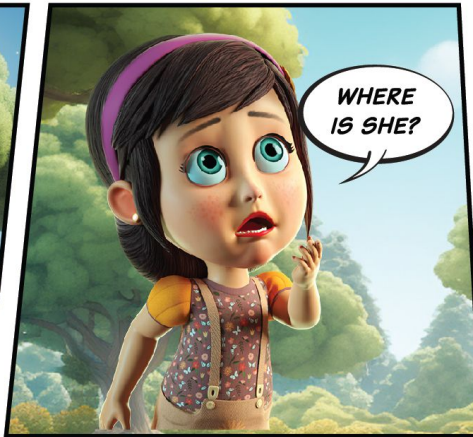
THEY LOOK UP AT THE TREE.



I THINK SIMBA IS STUCK ON THE TREE WHILE TRYING TO CATCH THE BIRDS.

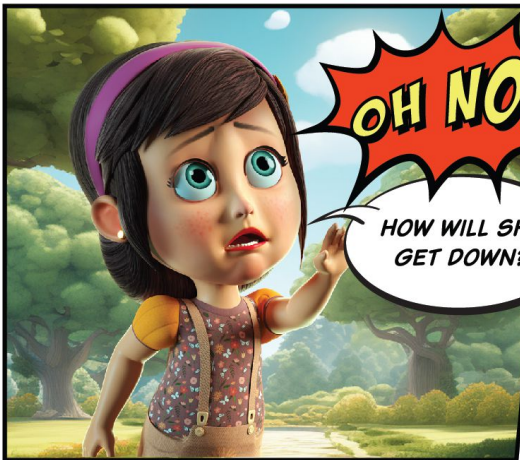


WHERE IS SHE?



OH NO!

HOW WILL SHE GET DOWN?



GULLU STANDS UNDER THE TREE, AND RINKU GETS ON TOP OF HIM TO HELP GET SIMBA DOWN.



I HAVE AN IDEA!



RINKU REUNITES WITH SIMBA.



VICKY, I'M REALLY PROUD OF YOU. YOUR ASTHMA DIDN'T STOP YOU FROM HELPING YOUR FRIEND.



IT'S ALL ABOUT FINDING A WAY AROUND CHALLENGES, ISN'T IT? PROBLEMS CAN'T STOP ME FROM HELPING MY FRIENDS AND CHASING MY DREAM TO BECOME 'THE WORLD'S BEST DETECTIVE'.



THE END

# TUFFIES

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

## Calling all Super Parents!

Has your young champion conquered challenges with their unbeatable spirit?

*Get ready to inspire the world!*

Share your child's heroic tale of bravery and victory! Their story could be the lucky one to get featured in the Tuffies comic book, revealing how amazing heroes truly are!

All you have to do is:



Scan the QR code to register



Fill in all the details



Write your kid's story



Accept the consent form

Join us in celebrating the unbeatable spirits of youngsters - Because every challenge they overcome adds a thrilling chapter to their incredible journey!

For further information on how to manage asthma and to know more about Tuffies, visit <https://www.breathefree.com/tuffies/>



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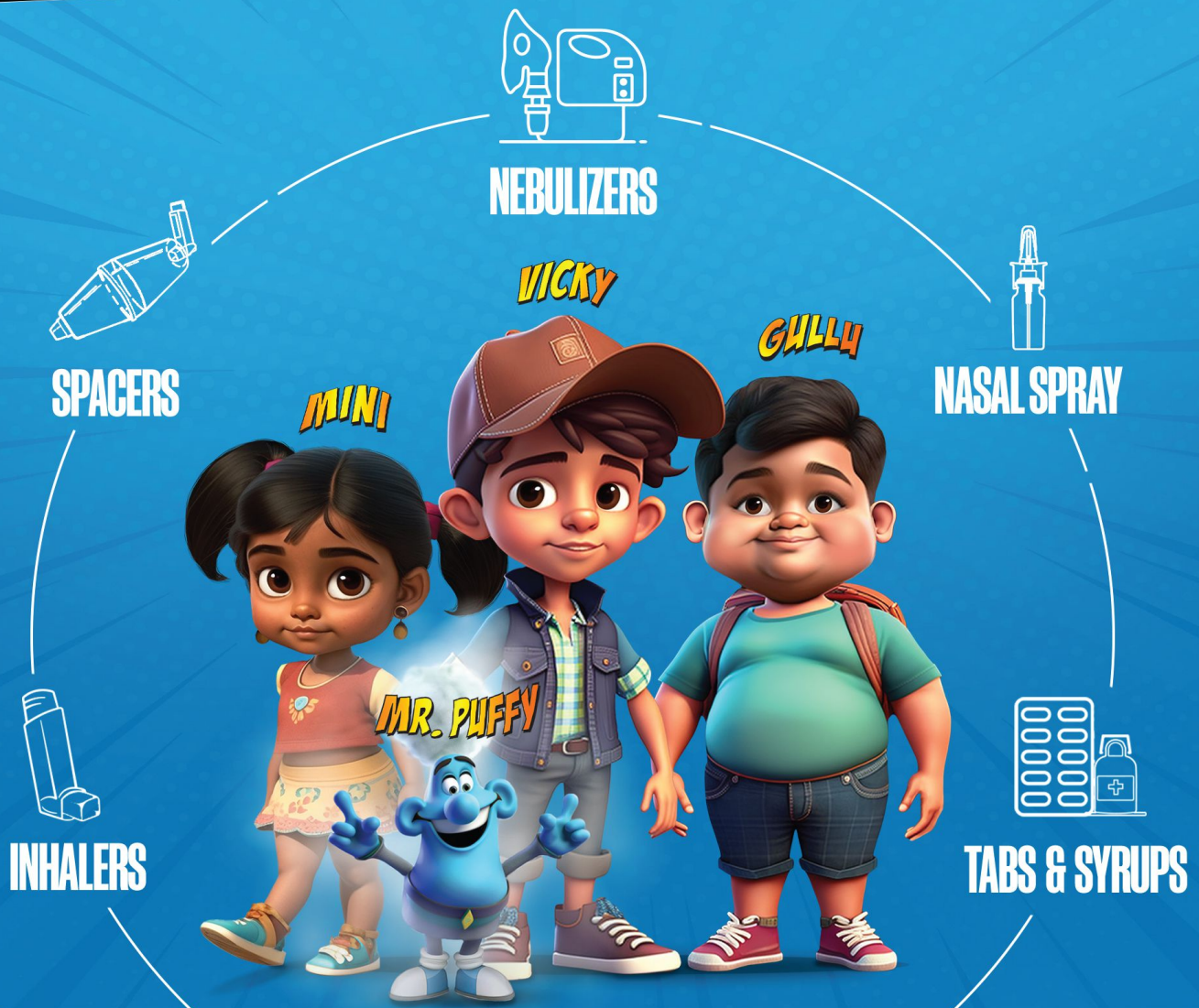
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## HELPING INDIA BREATHE FREE\*



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\*Cipla helps patients with respiratory conditions breathe free by equipping them with a range of therapeutic solutions like inhalers, spacers, nebulizers, nasal sprays, and syrups.

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