

Mother: This is Robert, our oldest. Next is Mary Rose. Joseph, Peter, Michael.

Announcer: The year Michael was born, this family, the O'Donohues, switched to a new toothpaste called Crest.

Mother: Paul, Regina, Kevin.

Kevin: That's me! (laughs)

Announcer: The O'Donohues were planning a large family and they figured the fewer cavities, the better.

Mother: And James Junior.

Announcer: This year, when James Junior starts brushing, he'll be using a different Crest, Improved Crest. And what Improved Crest means for the O'Donohues and your family is healthier teeth by your next checkup. Healthier teeth because Improved Crest's stronger fluoride formula makes teeth even more resistant to the acids that cause cavities. Have checkups, watch treats, and brush after eating with Improved Crest for healthier teeth by your next checkup.

Kids: Whoa!

Announcer: Even if you don't have 15 kids. (chattering overlaps)

- That was fun.