

Mother: Phyllis!

- Oh, ma, oh ma! Look ma, no cavities!

- Hold it, please. The happy news this youngster brings, news that may mean fewer cavities for your family, now comes to Canada. Because Crest is now made and sold in Canada. Crest, the toothpaste that's shown it reduces cavities. In eight years, over 7000 people have taken part in tests of Crest. The results as reported in dental journals in every single test, Crest reduced cavities significantly. The reason, fluoristan, Crest's exclusive stannous fluoride formula. This stannous fluoride helps strengthen tooth enamel against decay every time you brush. That's why Crest can reduce tooth decay for your family. Don't expect miracles, but do expect fewer cavities. So visit your dentist twice a year, and brush regularly with Crest, and you too may hear

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