

- So.

- Dr. Halberstam?

- Ja?

- I'm finally going to stop squeezing Charmin.

- Ah, this is good!

- 'Cause now there's a new Charmin.

- Ja?

- It's so lush, so plush, squeezing's not enough anymore.

- Ja?

- You gotta hug it! (laughs)

Announcer: How much softer is new lush, plush Charmin? Watch. Two fragile eggs. Old Charmin was soft, but new Charmin's a whole lot softer, watch closely. It's so lush, so plush.

- Squeezing's not enough anymore. You gotta hug it!

Announcer: New Charmin is so lush, so plush.

- Squeezing's not enough anymore. You gotta hug it.

- Mom!