

- Ma! Oh, Ma! Look Mom, no cavities.

- Oh Mike, that's wonderful. The dentist says no new cavities. I'm so glad we changed to Crest toothpaste.

Narrator: This could happen at your house, for Crest is the toothpaste that works. Works because Crest contains fluoride. Tests proved what Crest could do. Tests made at a leading university. They went on for a total of four years. Thousands of grownups and children took part. Like young Ruth Jeffrey here. Half brushed with ordinary toothpaste, half brushed with Crest. Look what the x-rays and dental examinations showed. Crest cut cavities almost in half, for children and grownups both. Isn't Crest with fluoride the one for your family? Wouldn't you like to hear?

- Oh, Ma! Look Mom, no cavities.