

Narrator: Crest Test 1952, Bloomington, Indiana. This is where getting fewer cavities all began. Crest started testing its revolutionary new fluoride toothpaste against the same toothpaste without fluoride. The result? Fewer cavities. Crest Test 1959, Howe Military School, test with cadets. Fewer cavities. Crest Test 1960, Frankfort, Indiana. Kids also getting dental fluoride treatments. Fewer cavities. Crest Test 1962. Grade school kids in Monroe County, Indiana. Again, fewer cavities. Tests going on today under many different conditions with schoolchildren are still proving Crest is one great cavity fighter. In fact, Crest has been tested under more conditions than any other toothpaste to prove it fights cavities. Crest is accepted by the American Dental Association. We're working to help make cavities a thing of the past.