

- Meet Robin Mose. She's going to tell us which of her parents took part in the toothpaste test. One of many that helped Crest become recognized effective against cavities. Who was it Robin?

- Daddy.

- Good girl.

- Dick. When was the test?

- Back when I was a student at Indiana university,

- You tested crest?

- Yes. Except we didn't know which toothpaste we were using.

- But you still joined?

- Well, the dentist wanted to find out if a toothpaste could reduce cavities. That seemed important.

- Of course. So Robin, let's see if Crest did as well as the scientists expected. Well Dick, how did you become part of this toothpaste test?

- The dentist at Indiana university asked us to.

- Did many others join you on the test?

- Quite a few. 246, as a matter of fact.

- Did everyone use Crest in this test?

- We used crest. Their side, regular toothpaste.

- Do anything special?

- No, everyone brushed as usual for two years.

- But your group had-

- 34% fewer cavities with crest.

- 34%. Mrs Mose, I guess the test made it clear a toothpaste can reduce cavities.

- If it's Crest. We're all using it now.

- Have you put Crest to work? After all, Crest with Flouristan is so different it's patented. So effective in tests like Dick's. Crest is the only toothpaste recognized effective against cavities by the American Dental Association. Their council on dental therapeutics reports: "Crest has been shown to be an effective, decay preventive dentifrice that can be of significant value when used in the conscientiously applied program of oral hygiene and regular professional care." So watch those between meal treats, have regular checkups and brush often with Crest. Are you still using regular toothpaste when you could be reducing cavities with Crest? Crest with Flouristan, the only toothpaste recognized effective against cavities.