

Narrator: These cameras are set up in Green County, Missouri, where behind the scenes, they're filming an unrehearsed two hour panel discussion on the subject of dental health. Tonight, we're going to hear some excerpts about Crest, and the importance of dental health.

- As mothers, we all want the best for our children, and I think we're probably going to do the best we can to see if they have good health, good teeth.

- Well, how can you help your children have good teeth?

- Well, first and foremost, checkups. And, second would be brushing after eating, the proper way. Then, the proper food, and not too many snacks. And watching to brush after snacks, also. And, toothpaste has a lot to do with it.

- Do you all feel that the kind of toothpaste makes a difference?

- Well, I would think so, it's bound to make a difference. Some are better than others.

Interviewer: What kind do you use?

- We use Crest. We've used it for a number of years in our family, with good results.

- I think what pulled our family out, was this whole page of advertisement about Crest, after they had discovered that it was helping to prevent cavities. So I thought, well that might be worth it, we'll try it. And, we've used it ever since.

- Well, by using Crest, in other words you're, you're doing your best.

- We're doing what we think is the best.

Interviewer: Are you doing your best to help your children cut down on cavities? Remember, Crest has been proved effective against cavities in 11 years of tests.