

Narrator: These cameras are setup in Greene County, Missouri. Where 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 that 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 wanting 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 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 sold our family on it was this whole page of advertisement about Crest after they had discovered that it was helping to prevent cavities. Then so I thought we'll try it and we've used it ever since.

Narrator: Have you tried Crest in your family. Crest proved effective against cavities in 11 years of tests.