

- Wow-wee!

Announcer: Your family feel this good after a dental checkup? It's the year for it because Proctor and Gamble now brings you Crest, the one and only toothpaste that's shown it reduces cavities. Through eight years of tests reported in dental journals. Test like the one these children were in. Say, Jim Clayton, tell us about your test?

- The dentist wanted to see if a toothpaste could reduce cavities.

Announcer: What did they do?

- They gave half of us Crest and the other a control toothpaste. Everybody brushed as always.

Announcer: What happened?

- We got 25% fewer cavities with Crest.

Announcer: You know what's different about crest? Only Crest contains fluoristan. So effective it has reduced cavities 21 to 49% in independent tests. Now don't expect miracles, but do expect fewer cavities. Visit your dentist twice a year. Brush regularly with Crest. They only toothpaste with fluoristan. Tested and found effective.