

- Remember these youngsters. The cavities they didn't have should change your mind about toothpaste, because they're a few of the thousands who tested toothpaste and showed Crest reduces cavities. Randy, how did the test work?

- Well, the dentist divided us into two groups, my group used Crest, the others used a regular toothpaste.

- And you were brushed as usual?

- That's right.

- And how did your group make out?

- Well, at the end of the year we had 49% fewer cavities with Crest.

- 49% fewer cavities with Crest. Such results show why Crest is recognized effective against cavities by the American Dental Association. As their council reports, "Crest has been shown to be an effective decay-preventative dentifrice that can be of significant value when used in a conscientiously applied program of oral hygiene and regular professional care." Protect your family with good dental habits, dental checkups twice a year, and Crest. The only toothpaste recognized effective against cavities by the American Dental Association.