

- Good evening. I'm Earl Cameron with news about a completely different kind of toothpaste. If you've ever had a cavity in your family, just watch.

- Wow! [[Earl]] Does your family feel this good after a dental checkup? Well, this is the year for it, because Proctor & Gamble now brings you Crest. The first toothpaste that's shown it reduces cavities, shown it in tests reported in dental journals. Gary Keene. How about the toothpaste test You were in?

- I was using Crest for two years. [[Earl]] Half the group used Crest, the other half, a control toothpaste. Is that right?

- Yes, sir. The dentist told everybody to brush the same way as always. At home. And my side, Got 25% fewer cavities. [[Earl]] And your side used Crest?

- Yes, sir. [[Earl]] What's different about Crest? Fluoristan, a patented status fluoride formula. That's reduced cavities 21 to 49% in scientific tests. Now don't expect miracles, but do expect fewer cavities with Crest. Visit your dentist twice a year. Brush regularly with Crest. The first toothpaste that's shown it reduces cavities. You've seen the news use what's been first recorded, right here in these dental journals. Eight years of tests showed that this toothpaste reduces cavities. Crest. Now made and sold in Canada for the first time. Start reducing your family's cavities right away with Crest.