

(piano music)

- These happy piano thumpers are Bill Schmalz and Mark Thoma. Partners here, but on opposite sides on their toothpaste test. Can you guess which one was on the Crest side? Some hints, boys.

- Well, there are about 200 kids in my test group.

- Mine too.

- We got toothpaste to test from the Dell scientists at the university.

- We did too.

- My group brushed like always and had checkups.

- So did we.

- Which one was on the Crest side? Can you guess? Well, probably not, because the only difference between Bill's side and Mark side, was the result, the kind your family should be getting. Boys, which was the lucky side?

- His side.

- After three years, we had 21% fewer cavities with Crest.

- Fewer cavities than Mark's group, but used the toothpaste exactly like Crest, but without Crest's exclusive decay-preventative Fluoristan. Results like these make Crest the only toothpaste recognized effective against cavities by the Council on Dental Therapeutics of the American Dental Association. Here's their statement. It says, quote, "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." Well, Bill, what's the program to follow?

- Well, have regular checkups, brush between meals and treats, and brush often.

- With Crest.

- Right. Remember Bill's word.

- My group had 21% fewer cavities with Crest.