

(babies cooing)

Narrator: Louie Alfano, a carpenter with rough hands and a father himself, is reenacting the Ivory Snow softness test. Nine of these babies are wearing diapers washed with the most popular detergents. Only one baby is wearing a diaper washed with soft, safe Ivory Snow. Louie is trying to find a baby wearing the softest diaper. (babies cooing)

- This is it. This is the softest.

Narrator: Louie, there's a hidden tag in the diaper. Please read what it says.

Louie: Ivory Snow with built-in fabric softener.

Narrator: Yes, Ivory Snow softness, to help protect against rubbing and chafing. Ivory Snow, with built-in fabric softener, washes diapers softer than detergents. (babies cooing) Even Louie's rough hands can tell the difference.