

Narrator: Imagine your teeth as being little houses in a neighborhood. They need a kind of weatherproofing to protect them from the ravages of the elements. (rain falling) From the torrents of sodas, milkshakes, coffee. (rain falling) From the blitzing of snow cones, ice cream, frosty's. (wind blowing) From the pelleting of rock candy, peanuts, hot dogs. (wind blowing) The best weatherproofing for teeth is fluoride. And the fluoride toothpaste is Crest. Because Crest is now improved to get even more fluoride to your teeth. One brushing with improved Crest is like putting extra weatherproofing on your house. (water splashing) And improved Crest is still the only one of the five leading toothpastes accepted by the American Dental Association. By the way, how are things in your neighborhood?