

Kid: Hey, do wear braces?

- Sure I have braces, can't you see?

- Almost everybody has them. (kids laugh)

- It's kind of hard to brush around them and get in between.

Narrator: As if kids who wear braces didn't have enough to worry about, they must take special care against cavities because it's hard to brush behind braces.

- You think I look funny, you should see my brother. (kid laughs)

Narrator: Well they have a friend in Crest Toothpaste.

- They used to call me Rabbit Mouth but now they call me 10 grin.

Narrator: We did a three-way fluoride test on kids with braces. Stannous fluoride was applied to the teeth and a cleaning pumice was painted on and was used in normal brushing with Crest. Results, 51% fewer cavities than a group which had no fluoride treatments and brushed with the same toothpaste but without Crest's fluoride formula. How much Crest helped we can't estimate, but we're proud to have had a part because fighting cavities is the whole idea behind Crest.