

- Our Crest plane is taking us on the second leg of our trip. A trip to report the facts behind Crest. We've already shown how older children tested toothpaste and reduced their cavities with Crest. Now we'll look in on a grammar school and see what Crest has meant for a younger group. Gary, how long did your toothpaste test last?

- Our toothpaste test lasted two years.

- And half the group used Crest and the other half regular toothpaste?

- Yes sir, the dentist told everybody to brush the same way as always at home. And my side got 25% fewer cavities.

- And your side used Crest?

- Yes, sir.

- What makes Crest so effective? This, fluoristan. Crest's exclusive stannous fluoride formula. Stannous fluoride is a decay fighter dentists themselves use. A decay fighter dentists put on teeth to prevent cavities. With Crest, your family gets the same stannous fluoride protection too, every time they brush. Protection in toothpaste form that only Crest with fluoristan can give. So team this exclusive decay fighter with the good dental health rules you'll find right in the carton. Switch to Crest to start reducing your family's cavities now. First stop on our Crest Trip, Indiana, where thousands have shown now you can do something about tooth decay with a toothpaste. With this toothpaste, Crest. You see, Crest has shown it can reduce cavities, shown it in scientific tests. And that's why we're here. For a report from two people, each representing a different group that tested Crest. Our first report is from this chemistry lab and Randy Lloyd. Randy, how did the test work?

- Well, the dentists divided us into two groups. My group used Crest, the others used a regular toothpaste.

- And you brushed as usual?

- That's right.

- And how did your group make out?

- Well, at the end of the year, we had 49% fewer cavities with Crest.

- 49% fewer cavities with Crest. And now we go to the scene of another recent test of Crest against regular toothpaste. Howe Military School, where we'll talk to dental scientist Verling Votaw.

- Frank, the cadets were the toothpaste testers. Half using Crest and half using regular toothpaste.

- What did the cadets do?

- Each group brushed three times a day under identical conditions.

- And how did the Crest users make out?

- 45% fewer cavities after two years, Frank.

- Such results show why Crest is recognized effective against cavities by the American Dental Association. Their council reports, "Crest has been shown to be an effective decay-preventive dentifrice that can be of significant value when used in a conscientiously applied program of oral hygiene and regular professional care." Protect your family with good dental habits, dental checkups twice a year, and Crest. The only toothpaste recognized effective against cavities by the American Dental Association.