

Narrator: There are two kinds of babies, happy babies and not so happy babies. And there are two kinds of diapers, diapers washed in Ivory Snow, and diapers washed in detergents. (babies cooing) Now we're not saying softer Ivory Snow washed diapers, will make all babies happier, but it sure can't hurt. Ivory Snow with built-in fabric softener, washes diapers softer than detergents.