

- Mom, oh Mom. Look mom, no cavities.

- Oh Barbara, that's wonderful. The dentist says no new cavities. I'm so glad we changed to Crest toothpaste.

Narrator: This could happen at your house for Crest is the toothpaste that works, works because Crest contains fluoride. Tests proved what Crest could do. Tests made at the leading university. They went on for a total of four years. Thousands of grown-ups and children took part, like young Bill Wells here. Half brushed with ordinary toothpaste, half brushed with Crest. Look what the x-rays and dental examination shows. Crest cut cavities almost in half for children and grown-ups both. Isn't Crest with fluoride the one for your family? Wouldn't you like to hear, oh mom, look mom, no cavities.