

- Hey, is that toothpaste?

- Yeah, want some?

- Nope, I like my Crest.

- But this is a new kind.

- No thanks, all the kids in my family used Crest since we were little and got good checkups. Cavities are no fun. Besides Crest tastes good. I use the mint but there's a regular flavor too.

Narrator: Since the fluoride in Crest has been fighting cavities for years, why trust your kid's teeth to anything else?

- When you visit me, Mom, don't forget the Crest, the mint kind.