

Man: That's me, trying hard to be the best athlete back at Howe Military School. I was pretty good, but I just couldn't outjump my friend Ron. I couldn't beat him at anything, except once. We were on opposite sides in a two-year toothpaste test Ron's side use the same toothpaste as mine except my toothpaste had fluoristan. Turned out it was Crest, and that's when I topped Ron, 'cause my side had 46% fewer cavities with Crest.

Narrator: Crest proved it reduces cavities in similar test after test after test, reduced cavities 21%, 34%, and in this test where everyone brushed three times a day, 46%, almost half. This seal and statement signify that Crest toothpaste is accepted by the Council on Dental Therapeutics of the American Dental Association. So have regular checkups, watch between-meal treats, and brush often with Crest, tested and proved effective against cavities.