

Interviewer: Going down a river on a raft?

- Pretty exciting, huh?

Interviewer: And you brush with Crest?

- Always.

Interviewer: But I figured your family put something a little more exciting. A stride for gel maybe?

- No, no, no. Toothpaste don't excite us. Great Crest checkups, that excites us.

Interviewer: Well, yeah but-

- Look! Crest works and has something no other toothpaste has, more evidence at work.

Interviewer: Evidence? What evidence?

- Only Crest has proof it's fluoride can fight even adult cavities and hard to reach places.

Interviewer: Yeah, but wait a minute.

- Proof for adults, proof for kids. It's the only toothpaste proven effective for our whole family.

Interviewer: Pretty impressive but exciting.

- One great checkups after another, that's exciting.

Narrator: Crest. More evidence. Great checkups. That's exciting.