

Man: That's me knocking myself out back at Howe Military School, trying to be a better diver than my friend, Denny, but he was too darn good. (water splashes)

Gee whiz. I couldn't beat Denny at anything. Then once we were on opposite sides in a two-year toothpaste test. Denny's side used the same toothpaste as mine, except my toothpaste had fluoristan. Turned out it was Crest. That's when I topped Denny, '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.