

# CHURCH & DWIGHT CO., INC.

PRODUCT: ARM & HAMMER® ADVANCE WHITE TOOTHPASTE  
LENGTH: 30 SECONDS

TITLE: "ONE PRODUCT"  
COMMERCIAL NO.: ZCTT-3030



SPOKESWOMAN: Question.  
How can you tell if a whitening  
toothpaste is whitening?



ARM & HAMMER® Advance  
White



guarantees whiter teeth.



But how can you tell?



The Whitening Guide.



Just one tube.



Three shades whiter.



It has the same kind of cleaners  
dentists use.



And baking soda,



the good stuff, gets down in  
there



and gets out stains like nobody's  
business.



Three shades whiter so you feel  
like fresh from the dentist clean.



Whiter teeth. Guaranteed. End  
of story.



This is serious dental care.



So you can have more fun with  
your mouth.



(SFX: KISS)