

# Sixty Years Of Toothpaste Advertisements

By **Alexander Baron** - Sep 24, 2015

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Television has been around for a long time; the first entertainment programme was broadcast by the BBC on November 2, 1936 and included a song called *Television*. What else? Commercial television is not so old though, and the first UK TV advert **was broadcast** only 60 years ago this month, for a brand that is still going strong today, Gibbs SR Toothpaste.



This was a fairly straightforward commercial, as was the advert for Cue Toothpaste 10 years later. Unlike Gibbs, Cue is no longer around, though recently a tube of it from 1962 in a box – mint condition – turned up on Ebay for \$20.00. Anyone be brave enough to use it?



This is a screengrab from a 1970s American advert for Crest, which is sold worldwide; although Crest oral healthcare products have their own website, they are manufactured by the multinational Procter & Gamble which was founded way back in 1837.



This young lady's lips look very kissable, but as she is advertising a toothpaste specifically for smokers, you might like to reconsider that. This is from 1985, but the brand is still popular, even though smokers have become virtual pariahs in much of the Western world.



In 1995, this young lady was advertising Mentadent, which includes fluoride, baking powder and peroxide, although the advert does not specify what fluoride or what peroxide.



Clogard is a Sri Lankan brand; this advertisement is from 2005.



SSS : new style toothpaste -James Dyson Award 2015  
Entry

Finally, from this year, this is not a brand advertisement but what at least one person thinks could be the toothpaste of the future. It remains to be seen if it will catch on, but if it does you can bet its inventor will be smiling, whatever the state of his teeth.

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