

**AT A  
GLANCE**

**Critic tastes  
the pastes**

Because much of toothpaste's appeal comes from its flavor, the Chicago Tribune decided to put eight relative newcomers to a blind taste test by the highly refined palate of Phil Vettel, the newspaper's restaurant critic. Here is his take on the taste of some pastes.

**Colgate Herbal White Toothpaste, Fresh Mint:** "Strong mint presence masking a very soapy base."

**Crest Rejuvenating Effects Toothpaste, Energizing Mint:** "Sameal blue color with suspended glitter particles. Slightly gritty texture. Mild flavor."

**Tom's of Maine Natural Tartar Control and Whitening Toothpaste, Peppermint:** "Odd texture, almost like caulk. Very mild mint presence, relatively speaking."

**Reach SpongeBob SquarePants, Deep Sea Bubble:** "Enough bubble-gum flavor! That explains the Day-Glo blue color. However, it tastes just like bubble gum."

**The Natural Dentist Herbal Toothpaste and Gum Therapy, Fresh Minty Taste:** "Awh! This could set dental hygiene back 20 years."

**Crest Whitening Plus Scope, Cool Peppermint:** "Striped toothpaste. First flavor is sharp minty, then mellows with a sort of creamy finish."

**Arm & Hammer Complete Care Plus Extra Whitening:** "Oddly pearlescent. The blob looks like a Junior Mint with the chocolate leached off. Very grainy texture, strong peppermint flavor."

**Colgate Fresh Confidence with Whitening:** "Another suspended-particle toothpaste, this one bright green. Flavor supposed to be spearmint? Has a chemical-y after-taste."

