



Era® laundry detergent, originally launched in the early 1970's, was largely recognized as P&G's first successful liquid laundry detergent. At that time, its novel concentrated formula required only ¼ of a cup per load, as compared to a full cup for other detergents. Era evolved and expanded over time, incorporating enzymes and other innovative technology to become well-known for its superior stain removal and cleaning. Today, the Era equity for stain removal lives on, with the 2X Era with Oxi Booster™ product giving higher levels of cleaning agents to give consumers better cleaning performance.

## 2X Ultra Era

### Ingredient

Water  
Alcholethoxy Sulfate  
Borax  
Propylene Glycol  
Citric acid  
Linear Alkylbenzene Sulfonate  
Diethylene Glycol  
Ethanolamine  
Ethanol  
Sodium Hydroxide  
DTPA  
Sodium Formate  
Fragrance  
Polyethyleneimine Ethoxylate  
Alcohol Ethoxylate  
Lauramine Oxide  
Calcium Formate  
Disodium Diaminostilbene Disulfonate  
Protease  
Liquitint™ Blue  
Dimethicone

### Purpose

process aid  
surfactant  
captures soil  
process aid  
captures soil  
surfactant  
process aid  
process aid  
process aid  
pH neutralizer  
captures soil  
process aid  
fragrance  
rinses away soils  
surfactant  
surfactant  
process aid  
brightener  
enzyme  
colorant  
process aid (reduces sudsing)