



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 HE

Ingredient

Water
Alcoholthoxy Sulfate
Diethylene Glycol
Sodium Formate
Ethanolamine
Linear Alkylbenzene Sulfonate
Sodium Fatty Acid
Polyethyleneimine Ethoxylate
Citric Acid
Borax
Fragrance
Alchol Ethoxylate
Sodium Cumene Sulfonate
Propylene Glycol
Disodium Diaminostilbene Disulfonate
DTPA
Sodium Hydroxide
Calcium Formate
Protease
Dimethicone
Liquitint™ Blue

Purpose

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