



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 with Oxi Booster

<u>Ingredient</u>	<u>Purpose</u>
Water	process aid
Alcoholethoxy Sulfate	surfactant
Borax	captures soil
Propylene Glycol	process aid
Citric Acid	captures soil
Linear alkylbenzene sulfonate	surfactant
Diethylene Glycol	process aid
Ethanolamine	process aid
Ethanol	process aid
Sodium Hydroxide	pH neutralizer
Polyethyleneimine Ethoxylate	rinses away soils
DTPA	captures soil
Sodium Formate	process aid
Fragrance	fragrance
Alcohol Ethoxylate	surfactant
Lauramine Oxide	surfactant
Calcium Formate	process aid
Disodium Diaminostilbene Disulfonate	brightener
Protease	enzyme
Liquitint™ Blue	colorant
Dimethicone	process aid (reduces sudsing)
Amylase	enzyme