



Tide®, which debuted in 1946, was the first heavy-duty synthetic detergent. Known within P&G as “Product X”, Tide was the culmination of several years of work in a search to replace traditional soaps, which did not clean well in hard water and deposited residue on fabrics. The resulting formula yielded a breakthrough product that both cleaned well and left fabrics feeling soft. Now more than sixty years later, Tide remains the U.S. market leader within the laundry category, having been the number one selling laundry detergent every year since its launch.

Liquid Tide Plus Bleach Alternative
Vivid White and Bright HE™
Original and Clean Breeze

| <u>Ingredient</u> | <u>Cleaning Technology</u> |
|--|---|
| water | process aid |
| sodium alcoholethoxy sulfate | surfactant |
| MEA citrate | captures soil |
| linear alkylbenzene sulfonate, sodium salt | surfactant |
| linear alkylbenzene sulfonate, MEA salt | surfactant |
| ethanolamine | process aid |
| polyethyleneimine ethoxylate | polymer |
| sodium fatty acids | surfactant |
| diethylene glycol | process aid |
| propylene glycol | process aid |
| diquaterium ethoxysulfate | Bleach activator |
| ethanol | process aid |
| Laureth-9 | surfactant |
| sodium cumene sulfonate | process aid |
| borax | captures soil |
| DTPA | captures soil |
| sodium formate | process aid |
| calcium formate | process aid |
| linear alkylbenzene sulfonate, sodium salt | surfactant |
| alcohol sulfate | surfactant |
| sodium hydroxide | pH neutralizer |
| diquaternium ethoxysulfate | polymer |
| fragrance | fragrance, Click Here for Information |
| amylase, protease, mannanase, pectinase | enzymes |
| disodium diaminostilbene disulfonate | brightener |
| benzisothiazolinone | preservative |
| Liquitint™ Blue | colorant |
| dimethicone | process aid |
| dipropylethyl tetraamine | color care |

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For more information on Tide products, please visit www.tide.com.