



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.

## Tide HE Liquid Original

### Ingredient

water  
alcoholethoxy sulfate  
linear alkylbenzene sulfonate  
alcohol ethoxylate  
citric acid  
ethanolamine  
sodium fatty acids  
diethylene glycol  
propylene glycol  
sodium hydroxide  
borax  
polyethyleneimine ethoxylate  
ethanol  
protease  
sodium cumene sulfonate  
diquaternium ethoxysulfate  
Laureth-9  
fragrance  
amylase  
DTPA  
disodium diaminostilbene disulfonate  
sodium formate  
pectinase  
calcium formate  
mannanase  
Liquitint™ Blue  
dimethicone

### Cleaning Technology

process aid  
surfactant  
surfactant  
surfactant  
captures soil  
process aid  
surfactant  
process aid  
process aid  
pH neutralizer  
captures soil  
polymer  
process aid  
enzyme  
process aid  
polymer  
surfactant  
fragrance  
enzyme  
captures soil  
brightener  
process aid  
enzyme  
process aid  
enzyme  
colorant  
process aid