



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 to Go

### **Ingredients**

Deionized water  
Dipropylene Glycol Butyl Ether  
Sodium Alkyl Sulfate  
Hydrogen Peroxide  
Ethanol  
Magnesium Sulfate  
Alkyl Dimethyl Amine Oxide  
Citric Acid  
Sodium Hydroxide  
Trimethoxy Benzoic Acid  
Fragrance

### **Function**

Processing Aid  
Solvent  
Surfactant/Emsulsifier  
Oxygen Bleach  
Solvent  
Processing Aid  
Surfactant  
Processing Aid  
pH adjustment  
Oxygen Bleach

[Fragrance, Click Here for Information](#)