



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.

Ultra Tide Powdered Detergent

Original

<u>Ingredient Name</u>	<u>Function</u>
Sodium Carbonate	removes water hardness
Sodium Aluminosilicate	removes water hardness
Sodium Sulfate	processing aid
Linear Alkylbenzene Sulfonate	surfactant
Alkyl Sulfate	surfactant
Sodium Percarbonate	oxygen bleach
Water	processing aid
Sodium Polyacrylate	dispersant
Silicate	processing aid
Nonanoyloxybenzenesulfonate	bleach activator
Ethoxylate	surfactant
Polyethylene Glycol 4000	stabilizer
Fragrance	fragrance
DTPA	chelant
Disodium Diaminostilbene Disulfonate	whitening agent
Palmitic Acid	processing aid
Protease	enzyme (stain remover)
Silicone	suds suppressor
Cellulase	enzyme (stain remover)