



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

Ingredient

Water
Alcoholethoxy Sulfate
Borax
Propylene Glycol
Citric acid
Linear Alkylbenzene Sulfonate
Diethylene Glycol
Ethanolamine
Ethanol
Sodium Hydroxide
DTPA
Sodium Formate
Fragrance

Polyethyleneimine Ethoxylate
Alcohol Ethoxylate
Lauramine Oxide
Calcium Formate
Disodium Diaminostilbene Disulfonate
Protease
Liquitint™ Blue
Dimethicone

Purpose

process aid
surfactant
captures soil
process aid
captures soil
surfactant
process aid
process aid
process aid
pH neutralizer
captures soil
process aid
fragrance

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rinses away soils
surfactant
surfactant
process aid
brightener
enzyme
colorant
process aid (reduces sudsing)