



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.

Era Free

<u>INGREDIENT NAME</u>	<u>FUNCTION</u>
water	process aid
alcohol ethoxylate sulfate	surfactant
alcohol ethoxylate	surfactant
diethylene glycol	process aid
MEA and sodium salt of citric acid	process aid
MEA and sodium salt of fatty acids	process aid
sodium alkylbenzene sulfonate	surfactant
propylene glycol	process aid
ethanol	process aid
polyethyleneimine ethoxylate propoxylate	polymer
Sodium alcohol sulfate	surfactant
borax	enzyme stabilizer
pentasodium pentetate	captures soil
flourescent brightener	brightener
calcium diformate	process aid
protease enzyme	captures soil
dimethicone	process aid