



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 Original Scent

<u>INGREDIENT NAME</u>	<u>FUNCTION</u>
water	process aid
sodium alcohol ethoxylate sulfate	surfactant
borax	enzyme stabilizer
propylene glycol	process aid
MEA and sodium salt of fatty acids	process aid
MEA and sodium salt of citric acid	process aid
diethylene glycol	process aid
ethanol	process aid
sodium alcohol sulfate	surfactant
sodium formate	process aid
lauramide oxide	surfactant
fragrance	fragrance, Click Here for Information
pentasodium pentetate	captures soil
polyethyleneimine ethoxylate	polymer
calcium diformate	process aid
flourescent brightener	brightener
ethanolamine	process aid
protease enzyme	captures soil
Liquitint® dye	colorant
dimethicone	process aid

For more information on Era products, please visit www.eraactive.com