



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 with Oxibooster

<u>INGREDIENT NAME</u>	<u>FUNCTION</u>
water	process aid
alcohol ethoxylate sulfate	surfactant
borax	enzyme stabilizer
propylene glycol	process aid
Linear alkylbenzene sulfonate	surfactant
diethylene glycol	process aid
ethanolamine	process aid
ethanol	surfactant
polyethyleneimine ethoxylate	polymer
DTPA	captures soil
sodium formate	process aid
fragrance	fragrance, Click Here for Information
lauramide oxide	surfactant
calcium formate	process aid
flourescent brightener	brightener
Protease, amylase enzymes	enzymes
Liquitint® dye	colorant
dimethicone	process aid