



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.

Tide Plus Colorguard

<u>INGREDIENT</u>	<u>CLEANING TECHNOLOGY</u>
water	process aid
alcohol ethoxylate sulfate	surfactant
linear alkylbenzene sulfonate, sodium/MEA salts	surfactant
alcohol ethoxylate	surfactant
propylene glycol	process aid
silicone polyether acetate	softener
ethanol	process aid
diethylene glycol	process aid
polyethylene amine ethoxylate	polymer
protease, amylase, mannanase	Enzymes
borax	captures soil
sodium salts of fatty acids	surfactant
fragrance	<u>fragrance, Click Here for Information</u>
sodium cumene sulfonate	process aid
DTPA	captures soil
disodium diaminostilbene disulfonate	brightener
calcium formate	process aid
Liquitint™ Orange	Colorant