



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 Mountain Spring

<u>INGREDIENT</u>	<u>CLEANING TECHNOLOGY</u>
water	process aid
alcohol ethoxylate sulfate	surfactant
alkylbenzene sulfonate sodium and MEA salts	surfactant
propylene glycol	captures soil
ethanolamine	process aid
citric acid, sodium and MEA salts	process aid
ethanol	process aid
polyethyleneimine ethoxylate	polymer
borax	enzyme stabilizer
MEA and sodium salts of fatty acids	surfactant
fragrance	fragrance, Click Here for Information
lauramine oxide	surfactant
pentasodium pentetate	process aid
flourescent brightener	brightener
polyethyleneimine ethoxylate propoxylate	polymer
Liquitint dye	colorant
calcium formate	process aid
protease, amylase, mannanase and pectinase	enzymes
dimethicone and silicone polymers	process aid