



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.

Ultra Tide Powdered Detergent Mountain Spring

<u>Ingredient Name</u>	<u>Function</u>
Sodium Carbonate	removes water hardness
Sodium Sulfate	processing aid
Sodium Aluminosilicate	removes water hardness
Linear Alkylbenzene Sulfonate	surfactant
Sodium Percarbonate	oxygen bleach
Sodium Laureth Sulfate	surfactant
Nonanoyloxybenzenesulfonate	bleach activator
Sodium Polyacrylate	dispersant
Silicate	processing aid
Water	processing aid
Fragrance	Fragrance Click here to learn more
Palmitic Acid	processing aid
Polyethylene Glycol 4000	stabilizer
Disodium Diaminostilbene Disulfonate	whitening agent
Silicone	suds suppressor
Protease	enzyme (stain remover)
Amylase	enzyme (stain remover)
Lipase	enzyme (stain remover)
FD&C BLUE #1	colorant