



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.

### Liquid Tide Free and Gentle

<b>Ingredient</b>	<b>Cleaning Technology</b>
water	process aid
sodium alcoholethoxy sulfate	surfactant
propylene glycol	process aid
borax	captures soil
ethanol	process aid
linear alkylbenzene sulfonate sodium salt	surfactant
polyethyleneimine ethoxylate	polymer
diethylene glycol	process aid
trans sulfated & ethoxylated hexamethylene diamine	polymer
alcohol <b>ethoxylate</b>	surfactant
linear alkylbenzene sulfonate, MEA salt	surfactant
sodium formate	process aid
sodium alkyl sulfate	surfactant
DTPA	captures soil
amine oxide	surfactant
calcium formate	process aid
disodium diaminostilbene disulfonate	brightener
amylase, protease	enzymes
dimethicone	process aid
benzisothiazolinone	proces aid