



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 Liquid Original

Ingredients

water
alcoholethoxy sulfate
linear alkylbenzene sulfonate
propylene glycol
citric acid
sodium hydroxide
borax
ethanolamine
ethanol
alcohol sulfate
polyethyleneimine ethoxylate
sodium fatty acids
diquaternium ethoxysulfate
protease
diethylene glycol
laureth-9
alkyldimethylamine oxide
fragrance
amylase
disodium diaminostilbene disulfonate
DTPA
sodium formate
calcium formate
polyethylene glycol 4000
mannanase
Liquitint™ Blue
dimethicone

Cleaning Technology

process aid
surfactant
surfactant
process aid
captures soil
pH neutralizer
captures soil
process aid
process aid
surfactant
polymer
surfactant
polymer
enzyme
process aid
surfactant
surfactant
fragrance
enzyme
brightener
captures soil
process aid
process aid
process aid
enzyme
colorant
process aid