



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 TOTALCARE HE Liquid Renewing Rain

Ingredient

water
alcholethoxy sulfate
linear alkylbenzene sulfonate
alcohol ethoxylate
citric acid
ethanolamine
sodium fatty acids
diethylene glycol
propylene glycol
sodium hydroxide
borax
polyethyleneimine ethoxylate
silicone polyether
ethanol
protease
sodium cumene sulfonate
diquaternium ethoxysulfate
Laureth-9

fragrance
amylase
DTPA
disodium diaminostilbene disulfonate
disodium distyrylbiphenyl disulfonate
sodium formate
calcium formate
mannanase
Liquitint™ Orange
dimethicone
polyacrylamide quaternium chloride
cellulase
dipropylethyl tetraamine

Cleaning Technology

process aid
surfactant
surfactant
surfactant
captures soil
process aid
surfactant
process aid
process aid
pH neutralizer
captures soil
polymer
polymer
process aid
enzyme
process aid
polymer
surfactant

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captures soil
brightener
brightener
process aid
process aid
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colorant
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polymer
enzyme
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