



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 Washing Machine Cleaner

### Ingredients

Sodium Sulfate  
Sodium Carbonate  
Sodium Percarbonate  
Nonanoyloxybenzenesulfonate  
Sodium Aluminosilicate  
Sodium Linear Alkylbenzenesulfonate  
Sodium Alkyl Sulfate  
Fragrance  
Fatty alcohols  
Sodium Polyacrylate  
Silicone  
Polyethylene glycol 4000  
FD&C Blue 1  
Modified Starch

### Function

processing aid  
removes water hardness  
oxygen bleach  
bleach activator  
removes water hardness  
cleaning agent  
surfactant  
fragrance  
cleaning agent  
dispersant  
suds suppressor  
stabilizer  
colorant  
fragrance carrier

98858795