



Era® laundry detergent, originally launched in the early 1970's, was largely recognized as P&G's first successful liquid laundry detergent. At that time, its novel concentrated formula required only ¼ of a cup per load, as compared to a full cup for other detergents. Era evolved and expanded over time, incorporating enzymes and other innovative technology to become well-known for its superior stain removal and cleaning. Today, the Era equity for stain removal lives on, with the 2X Era with Oxi Booster™ product giving higher levels of cleaning agents to give consumers better cleaning performance.

## 2X Ultra Era HE

### Ingredient

Water  
Alcoholethoxy Sulfate  
Diethylene Glycol  
Sodium Formate  
Ethanolamine  
Linear Alkylbenzene Sulfonate  
Sodium Fatty Acid  
Polyethyleneimine Ethoxylate  
Citric Acid  
Borax  
Fragrance

Alcohol Ethoxylate  
Sodium Cumene Sulfonate  
Propylene Glycol  
Disodium Diaminostilbene Disulfonate  
DTPA  
Sodium Hydroxide  
Calcium Formate  
Protease  
Dimethicone  
Liquitint™ Blue

### Purpose

process aid  
surfactant  
process aid  
process aid  
process aid  
surfactant  
surfactant  
rinses away soils  
captures soil  
captures soil  
fragrance

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surfactant  
process aid  
process aid  
brightener  
captures soil  
pH neutralizer  
process aid  
enzyme  
process aid (reduces sudsing)  
colorant