



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 with Febreze Botanical Rain HE

Water

Sodium Alcohol Ethoxylate Sulfate  
Linear Alkylbenzene Sulfonate Sodium  
Salt

Citric Acid MEA Salt

Propylene Glycol

Diethylene Glycol

Polyethyleneimine Ethoxylate

Alcohol

fragrance.

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Polyethyleneimine Ethoxylate  
Propoxylate

Borax

Fatty acids MEA salts

Linear Alkylbenzene Sulfonate MEA Salt

Sodium Alcohol Sulfate

Citric Acid Sodium Salt

DTPA

Ethanolamine

Flourescent Brightener

Siloxanes & Silicones

Hydrogenated Castor Oil

Calcium Diformate

Sodium Formate\*

Protease

Sodium Hydroxide

Benziosthiazolinone

Sodium sulfate

Amylase

Dimethicone & Simethicone\*

Liquitint Dye®

Ethyl Hexyl Stearate

Mannanase

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For more information on Tide products, please visit [www.tide.com](http://www.tide.com).