



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 residues 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 OXI

Ingredients

sodium bicarbonate
sodium carbonate
sodium percarbonate
alcohol ethoxylate
sodium chloride
maleic/acrylic copolymer
nonanoyloxy benzene sulfonate
colorant
diethylenetriamine pentaacetate, sodium salt
hydrated aluminosilicate (zeolite)
perfume oil
polyethylene glycol
sodium alkylbenzene sulfonate
sodium palmitate
starch
water

Purpose

alkalinity/builder
removes water hardness
oxygen bleach
surfactant
alkalinity/builder
stabilizer
bleach activator
aesthetics
chelant
processing aid
fragrance
processing aid
surfactant
surfactant
perfume carrier
processing aid