



New Tide purclean™ is the first bio-based detergent with the power of Tide. Formulated to clean as well as Tide Original Laundry Detergent, this breakthrough product meets the needs of many consumers who, according to our research, want products with renewable ingredients but aren't willing to sacrifice performance.

Tide purclean™ provides outstanding stain removal, whiteness and color care, and cleans well in energy-saving cold water:

- Tide purclean™ is the first P&G detergent to seek and gain the USDA BioPreferred certification.
- The HE-Compatible detergent works in all washers.
- The formula is free of dyes, chlorine, phosphates, ethanalamine and optical brighteners.
- Tide purclean™ brings Tide's cleaning power and category leadership to a segment that offers tremendous growth potential.
- The Honey Lavender scent is a floral mélange of lavender, jasmine, and orange flower, thickened with amber woods.
- The natural detergents category represents only 3% of the laundry category, despite 13% of consumers describing themselves as "niche green" and 67% of consumers considering themselves "sustainable mainstream."
- We believe the innovative performance breakthroughs Tide purclean™ will bring to the detergent aisle will offer consumers the opportunity to make a simple, "everyday" choice to help the environment while also meeting their laundry needs without sacrificing the cleaning performance they seek.

About Tide purclean™ Technology

- Tide purclean™ contains 65% bio-based ingredients as certified by the USDA BioPreferred Program.
- The detergent is produced with 100% renewable wind power electricity – in a facility delivering zero manufacturing waste to landfill.

Availability

Tide purclean™ will be available at retailers across the United States beginning May 2016.

Contact

Tracey Long
P&G Fabric Care Communications
1.513.983.9629
long.tl@pg.com

Follow P&G on:
pg.com

Follow Brand on:
Tide.com