



latest innovations

Tide Oxi Multi-Purpose Stain Remover is the first-ever Tide product designed to be used inside and outside the wash. As the brand’s first “Around the House” stain remover, Tide Oxi leverages Tide’s strong equity and is positioned to bring new users to segment.

Tide Oxi Multi-Purpose Stain Remover can be used as an additive to provide a boost to a favorite detergent, and can be mixed with water to make a cleaning solution for use almost anywhere around the home:

- Tide Oxi provides better stain removal, whiter whites and brighter colors* through the wash.
- With more than 225 uses throughout the home, it is a true multi-purpose cleaner.
- It cleans many surfaces, including tile and grout, bathtubs, upholstery, countertops, carpet—even patio furniture.



*vs detergent alone

About Tide Oxi Multi-Purpose Stain Remover Technology:

- The key to this powerful clean is an ingredient called NOBS, which works with peroxide to form peracid – a stronger form of bleach versus peroxide alone, for stronger stain fighting power.
- Peracid is a color-safe bleach, making it ideal for clothing and fabrics.
- Because NOBS provides instant activation of the cleaning agents, Tide Oxi starts working the minute it hits the water.

Availability:

Tide Oxi Multi-Purpose Stain Remover will be available at retailers across the United States beginning in February 2014.

Contact

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