



THE NEW  COLLECTION



THE NEW COLLECTION FACT SHEET

WHAT

While Tide is known for a brilliant clean, we also know that consumers want the most from their products, and that includes added benefits from their laundry detergent. So, the new Tide Plus Collection dials up the benefits of each individual existing Tide variant to give you even **more of what you love** in every bottle. The newest addition to the Tide Plus Collection is Tide Ultra Stain Release, which helps remove 99% of everyday stains and features a unique pre-treat “Zap! Cap” for the toughest stains.

WHERE

The Tide Plus Collection will be available in retail outlets nationwide beginning in February 2014.

WHY

Whether it's your favorite soft sheets, your fresh fluffy towels or your favorite tee that you want to stay bright, keeping garments like new usually means more than just keeping them clean. The new Tide Plus Collection offers custom formulations to fit your lifestyle and each variant is tailored to provide a specific laundry benefit for your unique needs.

PRICE

The suggested retail price of the Tide Plus collection is \$13.99 for a 48-load bottle. (Pricing is the sole discretion of the retailer.)



NEW TIDE ULTRA STAIN RELEASE

features more surfactants that ensure it is supercharged to fight stains (vs. Tide Original.) It comes with a unique pre-treat “Zap! Cap” that can be used to pre-treat those tough stains pre-wash and was carefully designed to be applied across a broad range of fabric types. Tide Ultra Stain Release is **guaranteed to help remove up to 99% of everyday stains.**



TIDE PLUS FEBREZE FRESHNESS

now provides more freshness via dual perfume microcapsules, which provide a **scent experience that is long-lasting** (3X longer than original Tide) and target multiple sensory receptors.



TIDE PLUS DOWNY

now provides a **3-in-1 benefit— it cleans, freshens and softens.** It contains upgraded silicone technologies that enable fibers to fall into place and glide, providing fabrics with more softness vs. Tide Original. It also gives clothes even more of the classic scent of Downy.



TIDE PLUS FEBREZE SPORT

has been upgraded to combine powerful cleaning technologies that help remove odors that seem to linger on gym clothes, giving you **an even deeper clean** than the previous formula. It also features freshness technologies in the form of perfume microcapsules that release even more long-lasting freshness as you move.



TIDE PLUS BLEACH ALTERNATIVE

includes powerful surfactants that remove dirt and stains, ultimately preventing and removing existing dinginess within a single cycle. It also now contains increased levels of hueing dye and brighteners that give you **even brighter whites** than the previous formula, while still remaining safe on colors.



TIDE COLDWATER CLEAN

helps you achieve the same great clean while still giving you important energy savings when you switch from warm to cold. It is specially formulated to give you a brilliant clean and amazing color protection, even in cold water conditions. Switching from washing loads in warm to cold water **can save you up to 50% on energy bills.**

For more information, please contact:
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