

# One of the Best Recommendations You Can Make for Sensitive Skin

Hypoallergenic. Free of perfumes.

#1 Dermatologist Recommended Laundry Products



## ..... Three step process: .....

### Step 1 - Clean



- Tide Free & Gentle's lift and block cleaning action cleans to the fibre level and prevents soils from redepositing

### Step 2 - Protect



- Downy Free & Gentle may provide sensitive skin benefits, such as reducing friction between clothes and skin

### Step 3 - Enhance



- Bounce Free & Gentle provides an anti-static treatment that has been shown to repel pet hair



TIDE AND DOWNY FREE & GENTLE  
RECOGNIZED BY ESC\* AND NPF†:



THE ONLY LAUNDRY REGIMEN  
APPROVED BY:



\*Tide Free & Gentle liquid detergent, Tide PODS Free & Gentle detergent, Tide + Downy Free & Gentle liquid detergent, Tide + Downy PODS Free & Gentle detergent, Downy Free & Gentle liquid fabric conditioner, Tide Free & Gentle Hygienic Clean Heavy Duty liquid detergent, and Tide PODS Free & Gentle Hygienic Clean Heavy Duty detergent have all earned the Eczema Society of Canada Seal of Acceptance. †Registered Trademark of Eczema Society of Canada/Société canadienne de l'eczéma, used under license.

†Earned National Psoriasis Foundation Seal of Recognition, excluding Bounce Free & Gentle dryer sheets.

# Tide, Downy and Bounce Free & Gentle are mild on skin while still delivering better cleaning\* and outstanding conditioning

\*vs. the next leading free detergent

## Tide Free & Gentle's unique "Lift and Block" technology:

### Deep Clean System:

Enzymes break up hard-to-remove stains and surfactants lift out stains, dirt and odour particles down to the fibre level

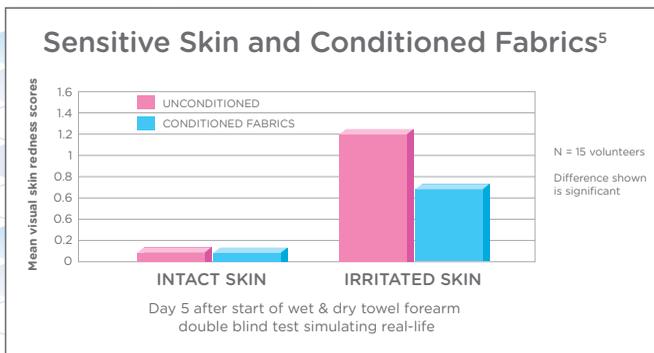
### Anti-Redeposition Technology:

Concentrated polymers sweep in to trap the dirt in the wash water, to prevent it from reattaching to the fabric



The fabric washed in Tide Free & Gentle is clean down to the fibre level, demonstrating superior cleaning ability.†

†vs. the next leading free detergent. Original image in B&W. Soil has been colorized to show contrast. P&G data on file.



Downy Free and Gentle provides a conditioning benefit that your patients can feel. Conditioned fabrics are shown to be more gentle on skin.

REMINDE PATIENTS:

The **ENTIRE** laundry routine needs to be **free**



For more information, visit [www.pgsciencebehind.com](http://www.pgsciencebehind.com)



1. Clinical research, forearm wet & dry towel test, G.E. Piérard *et al*, University of Liège, Belgium.