

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

Hypoallergenic. Free of perfumes.



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

### Step 1 - Clean



- Tide Free & Gentle's lift and block cleaning action cleans to the fiber 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



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



\*National Eczema Association Seal of Acceptance™ has been granted to Tide Free & Gentle, Tide PODS Free & Gentle, Downy Liquid Free & Gentle, Tide Free & Gentle Hygienic Clean Heavy Duty, Tide PODS Free & Gentle Hygienic Clean Heavy Duty, and Tide Ultra Oxi Free PODS.

† Based on exclusive partnership with NPF. For more information about the National Psoriasis Foundation Recognized seal, please go to [www.psoriasis.org/seal](http://www.psoriasis.org/seal).

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

\*vs. the leading free detergent

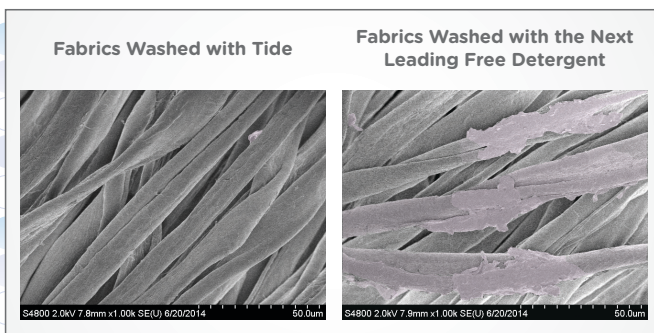
## Tide Free & Gentle's unique "Lift and Block" technology:

### Deep Clean System:

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

### Anti-Redeposition Technology:

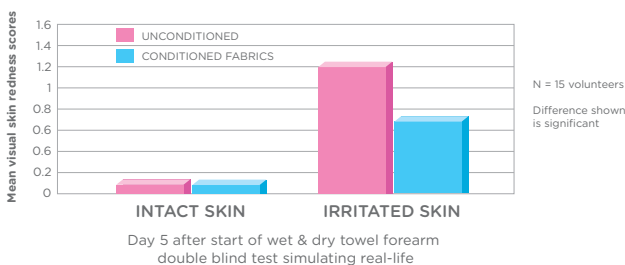
Concentrated polymers sweep in to trap the dirt in the wash water, to prevent it from reattaching to the fabric



The fabric washed in Tide Free & Gentle is clean down to the fiber level, demonstrating superior cleaning ability.<sup>†</sup>

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

### Sensitive Skin and Conditioned Fabrics<sup>5</sup>



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)

