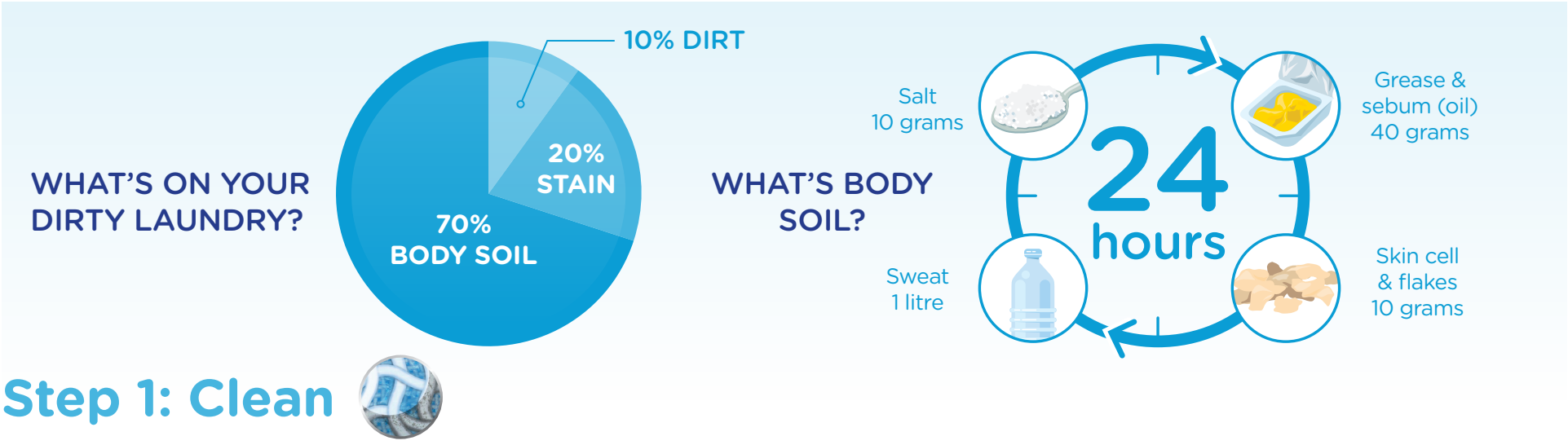


The 3-Step Laundry Journey for Sensitive Skin Patients

THE JOURNEY TO CLEANER LAUNDRY AND LESS IRRITATED SKIN



Tide Free & Gentle brings together four technologies for a superior clean.

For people with sensitive skin, laundry products that are free of dyes and perfumes can be a great help for their condition. However, patients feel they have to sacrifice cleaning power for something that is less irritating to their skin.

SURFACTANTS
Help remove soils from fibers

SPECIALLY DESIGNED POLYMERS
Prevent soils from redepositing onto clothes

ENZYMES
Help break down stains

BUILDERS AND CHELANTS
Purify the wash water

Fabrics Washed with Tide

Fabrics Washed with the Leading Free Detergent

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

Images of Tide Free & Gentle detergent bottles.

Step 2: Protect

Why are fabric conditioners so important?

For sensitive skin patients

Intact fibers

Gentle Fabrics

Less friction on sensitive skin

Fabrics Need Conditioner

Unconditioned fibers

Conditioned fibers

Tide and Downy Free & Gentle are hypoallergenic, free of dyes and perfumes and are recognized by the National Eczema Association* and the National Psoriasis Foundation†.

ACCEPTED
National Eczema Association

RECOGNIZED
NATIONAL PSORIASIS FOUNDATION

Image of a Downy Free & Gentle bottle.

*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.

Step 3: Enhance

How do dryer sheets benefit you and your clothes?

• When your clothes are in the dryer, an electrostatic charge builds up called static cling.

• Bounce Free & Gentle, free from perfumes, reduces static cling, stopping your clothes from being a magnet to dust and hair.

• This results in your clothes acting like a magnet for hair and dust particles, which can pose a real challenge to sensitive skin.

Common mistake

It is important that you continue to use “free” fabric conditioner after your “free” detergent. Otherwise the benefits of using a “free” detergent are washed away.

Image of a Bounce Free & Gentle dryer sheet box.