

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, and Downy Free & Gentle liquid fabric conditioner have all earned the Eczema Society of Canada Seal of Acceptance.

†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

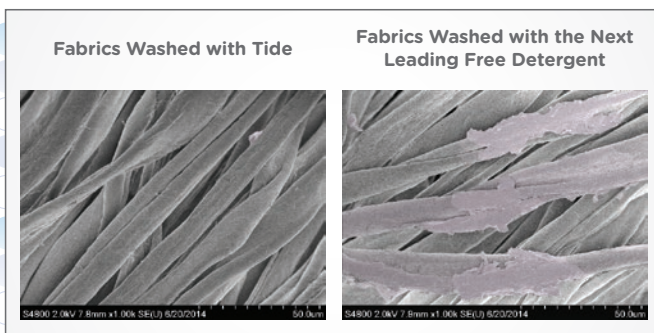
Tide Free & Gentle's unique "Lift and Block" technology:

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:

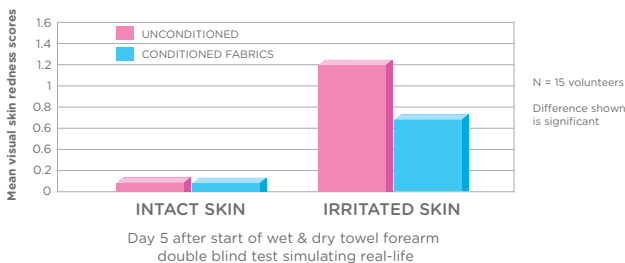
Concentrated polymers sweep in to trap the dirt in the wash water, to prevent it from reattaching to the fabric



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.

Sensitive Skin and Conditioned Fabrics⁵



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

REMIND PATIENTS:

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



For more information, visit www.pgsciencebehind.com