

Tough on Dirt, Mild on Skin

Superior cleaning
performance helps
patients follow your
recommendations¹

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Tide Hygienic Clean Free
provides a deep, hygienic
clean that patients with
sensitive skin want. Designed
to clean fabrics down to
the microscopic level,
removing both visible
and invisible dirt, while
still being gentle on skin.



#1 Dermatologist Recommended.
Hypoallergenic. Free of dyes & perfumes.

Recognized by:



^{*}Registered Trademark of Eczema Society of Canada/Société canadienne de l'eczéma, used under license.

^{*}Earned National Psoriasis Foundation Seal of Recognition

Reference:

1. Johnson MB, Cella CE, Pessler A *et al.* Enhancing Patient Compliance for Usage of Laundry Detergents Free of Dyes and Perfumes: Potential Impact of Better Cleaning Performance. The National Society for Cutaneous Medicine 2020; 4(3):238-247.

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Deep clean laundry tips for sensitive skin

A deep, hygienic clean can be the first-line of defense against bacteria and germs. The average person is exposed to numerous bacteria and other germs on a daily basis and can be transferred to clothes and linens. Deep laundry cleaning can help stop the spread of germs and the resulting infections.

A deep clean for patients with sensitive skin^{1,2}

- Recommend that everyday clothing and outerwear be washed in cold water with Tide Hygienic Clean Free
- Underwear, sports clothing, towels, and sheets can get an extra boost of cleaning power by washing in warm water (26°C or higher)
- Advise patients to check care labels for washing and drying instructions

Best Laundry Practices for illness^{1,2}

- Clean & disinfect laundry baskets regularly, according to guidance for surfaces
- Dirty laundry should not be shaken
- Gloves and mask should be worn when handling laundry
- Hands should be cleaned immediately with soap and water after removing gloves



Visit www.pgsciencebehind.com to learn more about Tide Free & Gentle's entire collection of 'free' laundry detergent

References

1. CDC. Centers for Disease Control and Prevention. Covid-19. Laundry. Available at: <https://www.cdc.gov/coronavirus/2019-ncov/prevent-getting-sick/disinfecting-your-home.html>. 2. Tide.com. Laundry Hygiene Tips to Prevent Germs or Illnesses from Spreading. Available at: <https://tide.com/en-us/how-to-wash-clothes/how-to-do-laundry/laundry-hygiene-tips>