

Sustainable Laundry Tips & Tricks

For an eco-friendly laundry routine



Tip 1: Wash with cold water to save energy

Did you know that 90% of a washing machine's energy comes from heating the water?

When it comes to getting the best possible clean, it can be tempting to assume that warm or hot water is needed for the job. But with Tide laundry detergents, even the toughest stains can be removed during a cold-water wash – a practice is that not only better for your clothing, but better for the environment too.



Tip 2: Using concentrated detergents will require less product per load

The more concentrated your laundry detergent is, the less you have to use with every wash. While this change may not seem like it makes much of a difference, these small changes add up. Over the past two years, consumers using P&G concentrated detergent have saved **10.8 million** gallons of water, **360,000 gallons** of gas, and **884 tons** of plastic by making the switch. Talk about a big change stemming from millions of small choices!



Tip 3: Choose single-dose laundry PODS to create less waste

Whenever possible, opting for single-use laundry PODS offers plenty of benefits for the environment. Made with **89%** less water than conventional liquid detergents and offering **50%** more cleaning power*, converting to using Tide laundry PODS is an easy win for offsetting your carbon footprint while still getting a superior clean.



Tip 4: Purchase larger size products to create less disposable plastic

Next time you find yourself at the grocery store picking up laundry detergent, choosing to buy the largest size is a great way to reduce unnecessary plastic waste. Larger product sizes can be used on more loads of laundry (especially if you choose to use concentrated detergent options), which reduces the amount of plastic waste your household creates each year.



Tip 5: Recycle used laundry jugs and tubs

Did you know that most Tide, Downy, and Bounce packaging is recyclable? When you are done with a jug of liquid laundry detergent or a tub of single-dose PODS, be sure to check if your local recycling program accepts these items. If so, clean the packaging as per your local authority's recycling requirements before recycling the product. This is a great way to give used plastic a new life!



#1 Dermatologist Recommended

Scan the QR code for more information about **P&G's sustainability mission**



TIDE AND DOWNY FREE & GENTLE
ARE RECOGNIZED BY
ESC+ AND NPF¹:



THE ONLY LAUNDRY REGIMEN
APPROVED BY:



*When using Tide Power PODS. †Tide Free & Gentle liquid detergent, Tide PODS Free & Gentle detergent, Downy Free & Gentle liquid fabric conditioner, Tide Hygienic Clean Heavy Duty 10x Free Liquid Laundry Detergent, and Tide Hygienic Clean Heavy Duty 10x Free Power PODS Laundry 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.