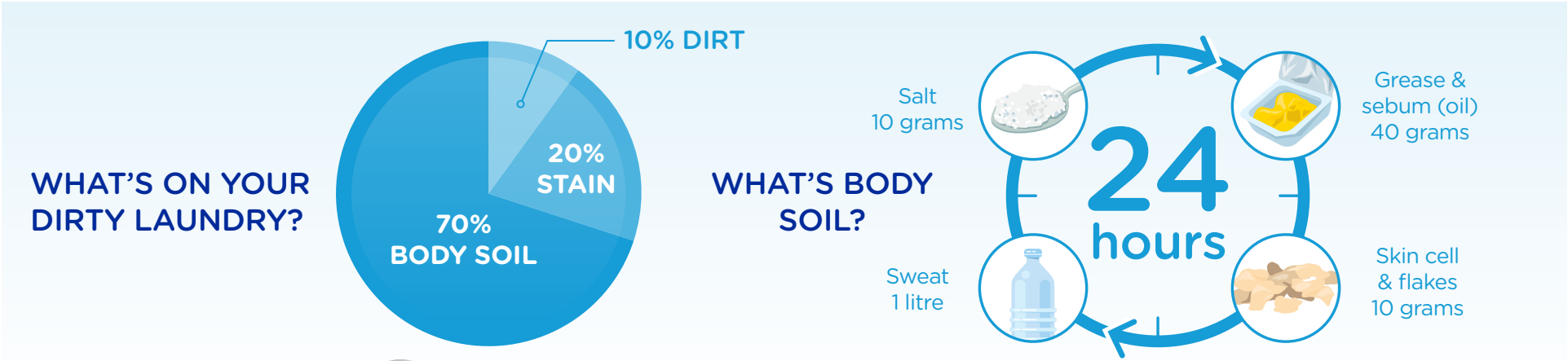


The 3-Step Laundry Journey for Sensitive Skin Patients

THE JOURNEY TO CLEANER LAUNDRY AND LESS IRRITATED SKIN



Step 1: Clean

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 fibres
- 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 Next Leading Free Detergent

#1 Dermatologist Recommended

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

Step 2: Protect

Why are fabric conditioners so important?

For sensitive skin patients

Intact Fibres = Gentle Fabrics = Less friction on sensitive skin

Fabrics Need Conditioner

Unconditioned Fibres Conditioned Fibres

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

* Tide Free & Gentle liquid detergent, Tide PODS Free & Gentle detergent, Tide + Downy Free & Gentle liquid detergent, Tide + Downy PODS Free & Gentle detergent, Downy Free & Gentle liquid fabric conditioner, Tide Free & Gentle Hygienic Clean Heavy Duty liquid detergent, and Tide PODS Free & Gentle Hygienic Clean Heavy Duty detergent have all earned the Eczema Society of Canada Seal of Acceptance.

† Earned National Psoriasis Foundation Seal of Recognition, excluding Bounce Free & Gentle dryer sheets.

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.
- This results in your clothes acting like a magnet for hair and dust particles, which can pose a real challenge to sensitive skin.
- Bounce Free & Gentle, free from perfumes, reduces static cling, stopping your clothes from being a magnet to dust and hair.

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.