



Era® laundry detergent, originally launched in the early 1970's, was largely recognized as P&G's first successful liquid laundry detergent. At that time, its novel concentrated formula required only ¼ of a cup per load, as compared to a full cup for other detergents. Era evolved and expanded over time, incorporating enzymes and other innovative technology to become well-known for its superior stain removal and cleaning. Today, the Era equity for stain removal lives on, with the 2X Era with Oxi Booster™ product giving higher levels of cleaning agents to give consumers better cleaning performance.

2X Era Original

<u>INGREDIENT NAME</u>	<u>FUNCTION</u>
water	process aid
alcohol ethoxylate sulfate	surfactant
linear alkyl benzene sulfonate, sodium / MEA salts	surfactant
borax	captures soil
propylene glycol	process aid
sodium formate	process aid
MEA citrate	process aid
diethylene glycol	process aid
ethanol	process aid
sodium lauryl sulfate	surfactant
sodium citrate	process aid
lauramine oxide	surfactant
Fragrance	fragrance, Click Here for Information
DTPA	captures soil
polyethyleneimine ethoxylate	polymer
ethanolamine	process aid
calcium diformate	process aid
fluorescent brightener	brightener
Liquitint® dye	colorant
dimethicone	process aid