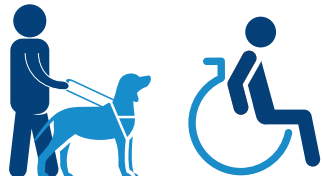




TIDE PODS: REVOLUTIONIZING LAUNDRY FOR MILLIONS OF PEOPLE

INDEPENDENCE

MAJORITY OF CONSUMERS SAY*
LAUNDRY PACS PROVIDE
**GREAT RESULTS WITH
MINIMAL EFFORT**



Lightweight and pre-measured for effective use for people with disabilities



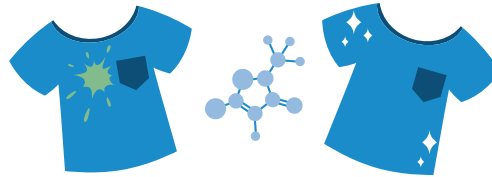
Portable and convenient in the city, on campus and military bases

*Habits and Practice Study 2015

INNOVATION



3-CHAMBER COMPACT DESIGN
COMBINES DETERGENT,
STAIN FIGHTERS AND
ODOR FIGHTERS



2x more concentrated formula* providing just the right amount of cleaning power



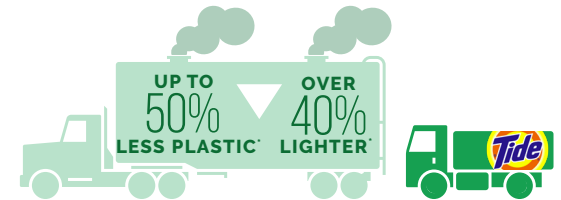
No need for separate pre-treaters or brighteners

*per ounce vs. Tide Original Liquid

SUSTAINABILITY



**MORE EFFICIENT
FORMULA THAN
LIQUID DETERGENT***



Lower weight reduces impact of transportation & distribution



High performance in energy-efficient, cold wash conditions

*per dose vs. Tide Original Liquid

Everyday items can become dangerous in the hands of young kids and adults with Alzheimer's and other forms of dementia. Always store laundry packets up, closed and safe.

