



latest innovations

With over 10 years in the making, **Ariel with Actilift** is our biggest launch in history as the first detergent designed to help prevent stains from setting in. With over 26 patents, it is one of P&G's most protected laundry innovations in history. Over 50 scientists around the globe were involved in the research and development testing over 200 formulae.

Improved cleaning through better removal and prevention of stains.

About Actilift Technology:

- Ariel with Actilift formula smoothes and untangles fibres so dirt grips less and stains lift off in the wash. The more you use Ariel with Actilift, the more effective it becomes. Clothes receive the prevention benefit as of the first wash, but have maximum prevention between 4-8 washes.

Availability:

UK, France, Germany, Spain, Italy, Belgium, Holland, Greece, Portugal, Austria, Switzerland, Sweden, Finland, Denmark in February 2010

Contacts

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