



latest innovations

New **Tide Naturals** meets the mildness and value needs of approximately 80% of Indian consumers—200 million households—that often experience hand irritation during and after washing their clothes with their bare hands, while delivering great cleaning and whitening efficacy.

**Tide Naturals targets lower-income Indian consumers who suffer hand irritation as the result of using less-expensive, lower quality detergent powders:**

- For rural consumers the key barrier to upgrading their detergent is a limited laundry budget. Consumers in this segment are looking for an affordable product that provides superior whiteness, mildness on hands and a good fragrance, which other existing lower-end products currently don't offer.



## About Tide Naturals Technology:

- While other Indian “value” detergent brands contain calcium carbonate and other insoluble cheap fillers that can be abrasive on fabric and hands during the handwash process, Tide Naturals uses water-soluble sodium sulphate that helps provide the additional benefit of keeping your hands soft.
- Tide Naturals delivers a strong product cleaning and whitening performance via a dual surfactant system and brightener technology.
- Tide Naturals contains a surfactant derived from Natural Palm and Coconut oil as well as several natural oils, such as Cedarwood Oil and Patchouli Oil, to provide the natural-like freshness or fragrance of Lemon and Sandalwood.

## Availability:

Tide Naturals is currently available in 600,000 Indian outlets. By the end of fiscal year 2010-11 it will be available at about 1.2 million outlets in India.

### Contacts

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