

PM 33

3573-56

11-16-99

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TIDE WITH BLEACH II LAUNDRY DETERGENT

FRONT LABEL

LAUNDRY DETERGENT

Kills 99.9% of bacteria*
(when used as directed)

or

Kills 99.9% of bacteria*
(use one full scoop as directed)

TOUGH ON STAINS
HELPS KEEP COLORS BRIGHT

[Refill: ENVIRO-PAK]

U

Tide with BLEACH

[Refill: 80% LESS PACKAGING
Than Cartons]

Cotton seal®

KEEP OUT OF REACH OF CHILDREN
CAUTION: EYE IRRITANT, HARMFUL IF SWALLOWED
SEE SIDE PANEL FOR OTHER PRECAUTIONS

ACTIVE INGREDIENT:*

Sodium Nonanoyloxybenzenesulfonate

5.28%

Perboric acid, sodium salt

5.28%

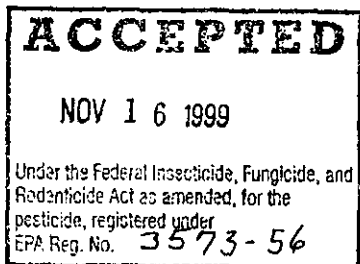
INERT INGREDIENTS:†

89.44

%

NET WT 191 OZ (11.93 LB) 5.41 kg
scoop

67 loads/picture of



TOP OF BOX

[Refill: 80% LESS PACKAGING
Than Cartons]

[Refill: ENVIRO-PAK]

Tide with BLEACH

- TOUGH ON STAINS
- HELPS KEEP COLORS BRIGHT
- OUTSTANDING WHITENING POWER

BOTTOM OF BOX

[Refill: ENVIRO-PAK]

Tide with BLEACH

- TOUGH ON STAINS
- HELPS KEEP COLORS BRIGHT
- OUTSTANDING WHITENING POWER

Cotton seal®

67 loads/picture of scoop

UPC code

2014

BACK OF BOX

Tide with Bleach

Tide With Bleach has a unique Activated Bleaching System that removes many tough stains and whitens whites, while helping to keep colors bright.

Approved by
Osh Kosh logo

DIRECTIONS FOR USE

It is a violation of Federal law to use this product in a manner inconsistent with its labeling.

*To remove 99.9% of the common bacteria Staphylococcus aureus (Staph), Klebsiella pneumoniae (K. pneumoniae), Escherichia coli (E.coli) and Salmonella choleraesuis (Salmonella) on clothes, use full scoop and wash in warm or hot water.

or

*To remove 99.9% of the common bacteria Escherichia coli (E.coli) and Salmonella choleraesuis (Salmonella) on clothes, use full scoop and wash in warm or hot water.

Kills/eliminates/removes/washes away 99.9% of bacteria* on clothes when you use a full scoop in warm or hot water

or

Kills/eliminates/removes/washes away 99.9% of bacteria*, including E.Coli and Salmonella, when you use a full scoop and wash in warm or hot water

or

laundry sanitizer

1. Sort, Select Temperature and Begin Filling Washer with Water. Check garment label for any special instructions.

Picture of basket

Picture of basket

Picture of basket

HOT

WARM

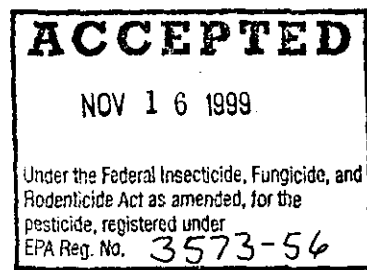
COLD

- White Cottons
- Colorfast pastels
- Light prints

- Bright Colors
- Permanent press
- Delicates
- or fade

- Colors that bleed

2. Measure and Add Detergent to Washer. Then Add Clothes.



Picture of scoop

Picture of scoop

Picture of scoop

~7/8 CUP

~2/3 CUP

~1/2 CUP

- Extra Large Loads or Heavily Soiled Loads
- To kill 99.9% of bacteria*

- Large Loads

- Medium Loads

This package contains 67 uses as measured to the lower fill line on the scoop. Greater than medium fill results in fewer uses. The precise number of uses from each package will vary slightly with the method of scooping and settling during shipment.

BACK OF BOX (cont.)

[Refill: Picture of scissors To OPEN - Cut across Top of Bag Easy to Open and Use

Scoop OR Pour contents of bag into suitably sized canister. picture of Tide with Bleach refill

Reclose - Fold bag over and faster down with the reseal tape. picture of bag]

TIDE WITH BLEACH TOUGH STAIN REMOVAL GUIDE

GARMENT CARE: Follow garment care label instructions. Tide with Bleach is safe for all washable

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colorfast fabrics. If garment label reads "Do Not Bleach" or "Do Not Oxygen Bleach" it may be susceptible to color change when laundered. Consult Colorfastness Test (below) for care of these garments, or to test any garment for color-fastness before washing.

COLORFASTNESS TEST:

- Dissolve 2 tablespoons of Tide with Bleach in one cup of hot water.
- Soak hidden area for 20 minutes, rinse in warm water, let dry.
- Compare with rest of garment. Proceed if color is unchanged.

If a color change is detected, wash garment separately in cold water.

PRE-TREAT: Use for a few small spots. Rinse the stained area, apply a paste of Tide with Bleach and water, rub gently, and wash as usual. Or, try Liquid Tide with Bleach Alternative for more convenient pre-treating.

PRE-SOAK: Use for deep set soils, old stains and extensive staining. Soak up to 30 minutes by adding 1/2 scoop of Tide with Bleach per gallon of water in a bucket or 1 1/2 scoops in your washer in warmest water as recommended on garment care label. Then drain washer, refill with water, add 1 1/2 scoops of Tide with Bleach and wash as usual.

CHOCOLATE: Pre-treat or pre-soak with detergent in warm water, then launder.

DYE TRANSFER: Launder with detergent and chlorine bleach if safe for fabric. Some fabrics may need a fabric color remover (Follow package directions when using any laundry product).

GROUND-IN DIRT, MUD, BLOOD, FRUIT JUICE: Rinse in cold water, then pre-soak remaining stains with detergent. Launder as usual.

LIPSTICK: Pre-treat, rinse and launder with detergent.

GRASS STAINS: Pre-treat or pre-soak, then launder with detergent.

PERSPIRATION: Pre-treat, then pre-soak with detergent. Launder with detergent and chlorine bleach if safe for fabric. Prevent buildup by pre-treating with detergent every other washing.

GREASY FOOD STAINS, KETCHUP, TOMATO SAUCE: Pre-treat, then launder with detergent.

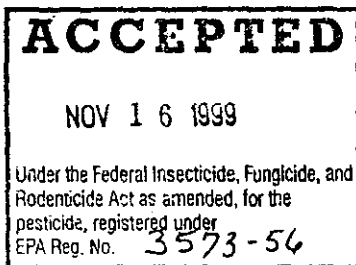
BABY FORMULA: Pre-soak with detergent in warm water, then launder.

SIDE PANEL 1

PULL HERE TO OPEN

[Refill: ENVIRO-PAK]
Tide with BLEACH ®

®-The Seal of Cotton is a Registered Service Mark/Trademark of Cotton Incorporated
Cotton seal ®



**TIDE WITH BLEACH
PACKAGE AND PRODUCT INFORMATION**

Recycle symbol

- Box made from 100% recycled paper (minimum 35% post-consumer).
- Handle made from 50% post-consumer recycled plastic.
 - Harmless for septic tanks.
- CONTAINS NO CHLORINE BLEACH.
- CONTAINS NO PHOSPHATE.

Questions? 1-800-879-8433.
Visit us at <http://www.tide.com>

SIDE PANEL 2

Tide with BLEACH

Cotton seal ®

Includes biodegradable surfactants (anionic and nonionic), enzymes, whitening agents and fabric

4044

brightening agent.

The antibacterial active ingredients in Tide with Bleach are also the color-safe oxygen bleach

PRECAUTIONARY STATEMENTS

HAZARDS TO HUMANS

CAUTION: Causes moderate eye irritation. Avoid contact with eyes. Harmful if swallowed.

FIRST AID: IF SWALLOWED: Drink 1 or 2 glasses of water. Call a physician or Poison Control Center.

IF IN EYES: In case of contact, immediately flush eyes with plenty of water. Get medical attention if irritation persists.

STORAGE/DISPOSAL: Store in a cool, dry place. Do not reuse container except with Tide with Bleach Refill. If not refilling, discard empty container in trash.

[Refill: **STORAGE/DISPOSAL:** Store in a cool, dry place. Do not reuse container. Discard empty container in trash. When empty, the bag takes up less room in your trash than cartons.]

EPA Reg. No. 3573-56

EPA Est. No. 3573-GA-1, LA-1, CAN-1

MADE IN THE U.S.A. BY PROCTER & GAMBLE, Cincinnati, Ohio 45202. Contents and/or package covered by one or more of the following U.S. Patents: 4,379,080; 4,412,934; 4,490,271; 4,515,705; 4,605,509; 4,671,886; 4,986,420; 5,137,209; 5,222,931; 5,366,652; 5,373,960; 5,415,807; 5,458,809; 5,458,810; 5,460,752; 5,470,507; 5,478,489; 5,486,303; 5,489,392; 5,516,448; 5,554,587; 5,569,645; and 5,574,005. © 1999 P&G

ACCEPTED
NOV 16 1999
Under the Federal Insecticide, Fungicide, and
Rodenticide Act as amended, for the
pesticide, registered under
EPA Reg. No. 3573-56