



P&G's first multi-chamber laundry detergent, **Tide PODS**, adds a whole new dimension to laundry, with an innovative look, feel and performance. This revolutionary new three-chamber liquid packet form is an ultra-convenient, 3-in-1 laundry product that cleans, fights stains and brightens. Tide PODS delivers unequivocal wins for the consumer – the best overall cleaning experience ever via a combination of great design, performance and convenience – and the customer, with growth by premium product offering and reigniting interest in the category. The consumer-inspired, technology-driven innovation builds on Tide's long heritage of delivering superior cleaning with breakthrough technology.

The unique, three-chamber liquid packets deliver great Tide cleaning in a form that is twice as compacted as liquid detergent today:

- Designed to handle a broad range of challenging conditions and soils in both traditional and high-efficiency machines, the new formula provides a powerful Tide clean that consumers have grown to know and love.
- Each convenient packet is pre-measured so it is simple to use and consistently delivers trusted Tide cleaning performance.
- In use testing, we have seen major improvements versus current products across several key drivers of laundry satisfaction. Specifically, Tide PODS drives an increase of more than 25% in satisfaction on “provides a deep down clean” and “bright whiteness” and an increase of more than 43% in “completely removes difficult stains” and “excellent results with minimal time and effort.”

About Tide PODS

Consumer Appeal:

Consumers are ready for a radical transformation of the laundry process – a new dimension in laundry that combines convenience and excellent performance.

- Typically only 68% of consumers are satisfied with the amount of time and effort the laundry process requires to get excellent results. After using Tide PODS, 97% of consumers were satisfied with the time, effort and excellent results experienced.
- Consumers confirm their delight with feedback such as: "...it was so easy to use, was not messy at all, and I can have an arm load of clothes and still be able to throw a packet into the machine at the same time. It made doing laundry a little faster." Further, the experience brought positive emotions to the laundry process: "you can't help but smile when you look at the tub!" and "reduces stress I feel about doing laundry, which surprised me."
- The packet is the number one selling form of Cascade and Tide Stain Release in the United States and consumers are continuously asking us for the same convenience from their laundry detergent.
- The Liquid tabs laundry detergent segment is the fastest growing segment in Western Europe, and P&G's offerings in this segment are the number one choice of consumers.

Technology:

It took years in development, with more than 6,000 consumers involved in research and over 450 packaging and product sketches. Tide PODS is a breakthrough liquid packet with innovation in three key areas:

- To deliver a small liquid packet, a new formula was created that is HE compatible and twice as compacted as current 2x Tide Liquid.
- The three-chamber packet design allows the unique chemistry matrix to work synergistically in the wash for excellent results.
- Because dissolution of the liquid packet is a key consumer trial barrier, we are using a new film that dissolves completely in the wash, even in cold water.
- Innovative, easy-to-use tub packaging ensures that no "leftover" detergent is stuck at the bottom.

Availability:

Tide PODs will be available in Small and Medium Bags and Large, XL and XXL Tubs. Tide PODS will be available in 3 scents: Spring Meadow, Ocean Mist and Mystic Forest.



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