Product Information

A powerful clean in powder form.

Ultra Tide gets to the bottom of dirt and stains to help keep your whites white and your colors bright. For great stain removal in any temperature, Tide is formulated to quickly start dissolving — even in cold water.

Scents & Sizes

Original

15 loads, 20 oz

24 loads, 33 oz

40 loads, 56 oz

55 loads, 77 oz

80 loads, 113 oz

120 loads, 169 oz

180 loads, 254 oz

Clean Breeze

40 loads, 56 oz

80 loads, 113 oz

Lavender

80 loads, 113 oz

120 loads, 169 oz

Mountain Spring

40 loads, 56 oz

80 loads, 113 oz

120 loads, 169 oz

How it Works

Tide’s powder detergents are now offered in a concentrated formula with outstanding performance at 1/3 less per dose. This allows the same number of loads in a detergent carton that is smaller, which is both convenient and a right step for the environment.

Like liquid Tide, Ultra Tide contains surfactants. Surfactant molecules have two parts. One is "water loving" and the other is "water hating." The water-loving (hydrophilic) part breaks the surface tension of water. The water-hating (hydrophobic) part is attracted to oil and grease in soils, loosening and removing them from fabrics. Detergents usually contain more than one type of surfactant to address the needs of removing certain types of soils and cleaning different types of fabrics.

Safety: The Most Important Ingredient in Tide®

Ensuring the safety of our Tide® line of fabric care products is a responsibility that P&G takes very seriously. Before any product can appear on store shelves, it must be demonstrated safe to use as intended. But that is only the beginning of our journey. The Earth's resources are limited and valuable, and we have an obligation to future generations to use these resources wisely.