The Tide Plus collection now gives you the amazing clean of Tide plus more of the added benefits you love. Tide Coldwater Clean is specially formulated for cold water conditions, giving you brilliant color protection & using 50% less energy when you switch loads from warm to cold. That’s enough energy saved to charge your smartphone for life! Now, that’s cool.

If you have an HE washer, look for your Tide with the HE logo on the bottle.