TOUGH FOR LESS††

2X THE CLEANING POWER*

Era® Liquid Laundry Detergent

Era is a powerful laundry detergent that is tough on stains.

With 2x the cleaning power* compared to the leading bargain brand, Era Original liquid laundry detergent makes quick work of tough stains without breaking the bank. Plus, it’s much easier than asking your family not to be messy.