Introducing Tide Boosted Liquid Detergent

TIDE'S BIGGEST UPGRADE TO LIQUID DETERGENT IN 20 YEARS

Tide has boosted its original liquid detergent to deliver the most advanced formula in the brand's history. Complete with cutting-edge stain removal to get out the tough grease, Tide's advanced formula leaves your whites whiter, brights brighter, and smelling fresher with Tide's iconic scent.

The best just got better.
Because if it's clean, it's Tide.





Tide works harder so you can clean smarter. The Best clean – now boosted!

Today's laundry demands a simple solution that's powerful and effective because no matter what's in your laundry basket, you deserve the certainty of clean with every load.

Tide has delivered a boosted formula that combines the ultimate grease and stain-fighting technology with an advanced perfume innovation for breakthrough brightness, whiteness and freshness:

25%

more stain-fighting strength to deliver powerful stain removal, even in cold water, including tough stains like grease

40%

more malodor technology to fight body soils and odors for lasting freshness

Breakthrough innovation for enhanced whiteness

Advanced perfume technology that preserves the iconic Tide scent throughout the wash process, and lasts long after

Available nationwide starting September 2025

For more information, visit Tide.com or find us on social:

@TideLaundry @TideLaundry

