



Clean laundry starts with a clean washer

Help keep your washer smelling clean & fresh with Tide® Washing Machine Cleaner

More than ever, families are searching for smart solutions for their home. A popular choice today is a High Efficiency (HE) washing machine, which uses less water and expends less energy. Because these machines operate differently than traditional washers, consumers must adopt proper usage and maintenance habits in order to avoid laundry problems from occurring. If malodor problems do arise in your machine, Tide created **Tide® Washing Machine Cleaner** as an easy and effective solution.



Unwashed



After 3 doses of Tide Washing Machine Cleaner

Soil representative of odor-causing residue found in washing machines from laundry soils, detergent residue, and water hardness minerals. Per package use instructions for "Normal" cycle conditions.

Why do you need it?

- HE washers use less water, which can leave behind residues in machines and in areas that you cannot see, like the back of the tub, hoses or drain.
- These residues can lead to the build-up of malodor that can be transferred to your laundry, leaving clothing smelling unclean.
- Front-loading washers can also trap humidity because they seal very tightly.
- Proper machine care includes running monthly clean-outs with Tide Washing Machine Cleaner to help remove these residues and keep them from causing laundry problems down the road.

How does it work?

Tide Washing Machine Cleaner has been specifically designed to help remove and dissolve away odor-causing residues that may build up in your washer over time - even from those areas you can't see. Tide Washing Machine Cleaner takes a 3-pronged approach:

- **Fights** odor-causing residues from laundry soils, detergent residue and water hardness minerals with a powerful oxygenated bleach system that gets at the source of the odor.
- **Penetrates & Lifts Away** residues and deposits from the surfaces in your washer with its specially designed surface active ingredients.
- **Freshens** your washer, while leaving behind a clean scent.

How do you use it?

Using Tide Washing Machine Cleaner is fast, simple and safe for all washers.

- Remove clothing from the washer.
- Add one pouch of Tide Washing Machine Cleaner to the powder detergent dispenser cup.
- Run a clean out cycle or a long cycle selecting the hot water option.
- Use once a month to help keep your machine clean and fresh smelling.

Tips to help keep your HE washer odor free:

- Use Tide Washing Machine Cleaner once a month.
- Use an HE detergent, like Tide HE.
- Keep the washer door slightly open when not in use.