

Clean, fresh laundry care to feel just like home

Tide Professional Laundry System



every experience counts.™

P&G
Professional™

Just-like-home experience for your residents superior performance for your community

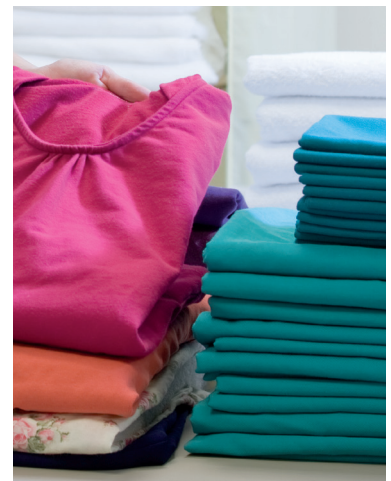


Brands employees trust

77% of businesses report an improvement in Employee Satisfaction* after switching to the Tide Professional Laundry System

Designed to be safe, while being effective

- Non-corrosive, near-neutral pH formula
- Only On-Premise Laundry system clinically tested to be gentle on sensitive skin
- Full line-up of products deliver Tide's signature clean



*according to a survey of employee satisfaction of over 200 P&G Professional current on-premise laundry end users within 6 months of install, 2013

Protect your laundry investment with Tide Professional

Optimize your fabric care system with Tide®, Downy® and Clorox® so your linens look and feel more like new, longer. These solutions deliver Tide's signature clean to everyday soils, with specially formulated stain aids to remove stubborn stains like grease, rust, coffee, and more.

Here are just a few of the many benefits:

	Tide® Professional Everyday System	Tide® Professional Advanced System
Soft, clean, white linens	✓	✓
Near-neutral pH system	✓	✓
Employee satisfaction and safety*	✓	✓
Keep linen fibers stronger for longer lasting linens**	✓	✓
Rejuvenates linens and maintains whiter whites**		✓
Potential bottom-line SAVINGS when you switch† For a 150 room property	\$1,400	\$2,600

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*according to a survey on employee satisfaction of over 400 P&G Professional current on-premise laundry end users, 2013

**vs. leading alkaline system in 50-cycle test with full Tide Professional System – Tide detergent, Clorox, Whiteness Enhancer and Downy

†Linen savings based on a 50-cycle test using Tide detergent, Clorox, Whiteness Enhancer, and Downy vs. the leading alkaline system. Savings assumes the standard competitive system is priced parity with Tide Professional Everyday system- Tide Detergent, Clorox and Downy and uses Linen replacement cost data based on a study among Hospitality key decision makers in April 2014.

Tide Professional Laundry System

safe, smart, compliant

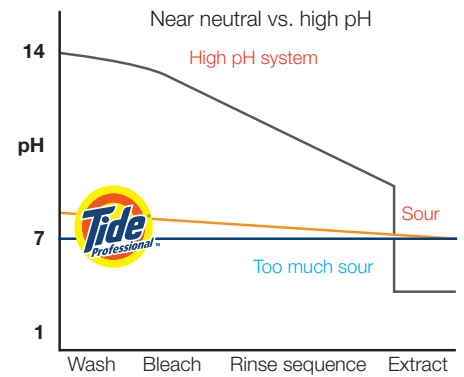
COMPLIES WITH **CDC GUIDELINES, CMS REGULATIONS,*** AND INSPECTION CRITERIA

- Tide Professional helps you maintain a hygienic laundry program



DESIGNED TO BE **SAFE**

- Near-neutral pH formula is less corrosive vs. competition
- No harsh alkali or acids required to neutralize wash bath
- Non-DOT hazardous



CLINICALLY TESTED TO BE **GENTLE** ON SENSITIVE SKIN

- 83% of caregivers would recommend the Tide Professional Laundry System because it's clinically tested to be gentle on skin**



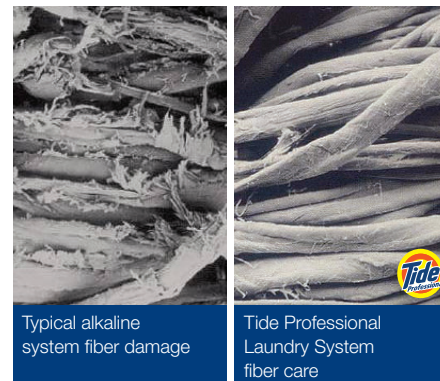
*CDC, Guideline for Disinfection and Sterilization in Healthcare Facilities, 2008 CMS, Code of Federal Regulations, Revised Guidance for F Tag 441

**According to a "Gentle on Skin" Survey conducted in association with American Association for Long Term Care Nursing (AALTCN). Wakefield Research assisted in the development of the Survey for AALTCN membership.

Softer, stronger fabrics

KEEPS FIBERS **STRONGER** FOR LONGER-LASTING LINENS*

- So you can save up to 15% on linen replacement**
- Strong fibers come from a near-neutral pH level throughout the wash process



NOTICEABLY **SOFTER** **FABRICS**[†]

- Tide Professional Laundry Systems cleans at near-neutral pH, minimizing calcium deposits, keeping fabrics softer



KEEPS LINENS AND RESIDENT GARMENTS **MORE LIKE NEW** -EVEN AFTER 30 CYCLES^{††}

- Tide Professional Color Safe Bleach removes stains at a near-neutral pH, to protect colored fabrics for longer



*vs. leading alkaline system in a 50-cycle test with full Tide Professional Laundry System – Tide Detergent, Clorox, Tide Whiteness Enhancer, Downy
**vs. leading alkaline system in a 50-cycle test with Tide Advanced and Tide Coldwater Systems
†vs. leading alkaline system in 30-cycle test with Tide Professional Laundry System – Tide Detergent, Clorox, Tide Whiteness Enhancer and Downy
††vs. leading alkaline system in a 30-cycle test with Tide Professional Laundry System – Tide detergent, Tide Professional Color Safe Bleach and Downy

Tide Professional Everyday System

SOFT, CLEAN WHITE LINENS

Give your residents Tide Professional's signature clean. The **near-neutral pH** formula helps **protect fabric strength** for longer lasting linens.*.



1 Clean. Choose between Tide 2X or Tide SC for signature clean.



Tide® SC – for medium to hard water



- Formulated to help overcome unique wash room and water conditions

Tide® 2x Professional – for soft water



- Proprietary enzymatic technology delivers Tide's signature clean

2 Brighten.



Clorox®

- Safely eliminates residual color from stains

3 Soften.



Downy® Professional

- Provides noticeable softness without dyes or perfumes



The only professional laundry system clinically tested to be gentle on skin

Additional: stain aids



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*vs. leading alkaline system in 50-cycle test with full Tide Professional System – Tide detergent, Clorox, Whiteness Enhancer and Downy

**The Seal of Cotton is a Registered Service Mark / Trademark of Cotton Incorporated

Tide Professional Advanced System

**15%
REDUCTION
IN LINEN
REPLACEMENT COSTS***

Add Tide Whiteness Enhancer to Tide Professional's signature clean for **33% whiter whites** for even longer lasting linens.

1 Clean. Choose between Tide 2X or Tide SC for signature clean.



Tide® SC – for medium to hard water



- Formulated to help overcome unique wash room and water conditions

Tide® 2x Professional – for soft water



- Proprietary enzymatic technology delivers Tide's signature clean

2 Brighten.



Clorox®

- Safely eliminates residual color from stains

3 Whiten.



Tide® Professional Whiteness Enhancer

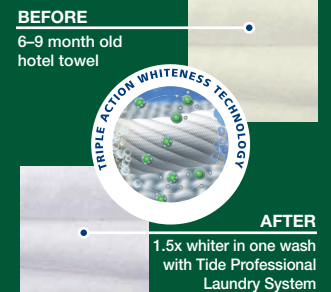
- Non-bleach rinse aid that helps neutralize the dinginess that happens over time on fabrics

4 Soften.



Downy® Professional

- Provides noticeable softness without dyes or perfumes



Additional: stain aids



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Additional products based on your specific needs



Tide® Professional Stain Removal Treatment

- Efficient rewash power to help maximize linen reclamation



Tide® Professional Multi-Purpose Stain Remover

- Effectively removes a wide variety of stains



Tide® Professional Rust Remover

- Treats stubborn stains like rust, tea and coffee



Tide® Professional Greasy Stain Fighter

- Designed as a linen treatment to help prevent grease stains from locking in to foodservice linens
- Neutral pH and phosphate-free formula leaves linens clean and free from encrustation



Tide® Professional Color Safe Bleach*

- Cleans tough soils while keeping fabric colors vibrant
- Its oxygen-bleach technology is designed to remove stains at a near-neutral pH, helping fabrics last longer



BacStop™ Color Safe Laundry Sanitizer

- Kills 99.9% of bacteria
- It provides 30 days of protection against bacteria and reduces malodors to leave behind a pleasant scent

*vs. leading alkaline system in 30-cycle test with full Tide Professional System – Tide detergent, Color Safe Bleach and Downy