



Tide Infinity, Designed for NASA

Tide has developed a **fully degradable detergent**, specifically designed for use in space to solve malodor, cleanliness, and stain removal problems, while also being suitable for use in a close-loop water system. This innovative laundry solution will **advance cleaning solutions for resource-constrained environments** like deep space and water scarce areas on Earth. Tide Scientists are working with NASA **to push the bounds of resource efficiency**, uncovering learnings with practical applications for the future of laundry on Earth.

Humanity has reached a pivotal point where on one hand, we're on the exciting cusp of space colonization, and on the other, facing a critical period where action must be taken now to address environmental issues on the planet we all call home. Extreme water scarcity and climate change, require bold commitments. Our bold endeavor supports our Ambition 2030 commitment to decrease the environmental impact of a load of laundry while increasing the impact of clean clothes and furthers our mission for every load of laundry to do a load of good.

Tide isn't stopping there! Tide scientists designed several experiments that will be conducted to study stain removal and laundry detergent stability in space. Tide will be conducting experiments on Earth and in space to discover:

- How stain removal with Tide To Go Pen/Wipes is affected in the absence of gravity vs. on Earth.
- How effective the ingredients in Tide To Go products are on astronaut specific stains in space.
- How stable Tide Infinity detergent is in low/no gravity and space environments.
- How the cleaning enzymes used in Tide Infinity perform after being exposed to low/zero gravity and space environments.