

Table S1. Ingredients list for two Tide® liquid detergents

Order ^a	Regular ^b Ingredients	Order ^a	Sport ^c Ingredients	Description of ingredients provided by Tide®
1	Water	1	Water	Process aid, allows ingredients to combine
2	Sodium Laureth Sulfate	2	Sodium Laureth Sulfate	Surfactant, cleaning agent
3	C14-15 Pareth			Surfactant, cleaning agent
4	Diethylene Glycol	5	Diethylene Glycol	Process aid, allows ingredients to combine
5	Ethanolamine Citrate	4	Ethanolamine Citrate	Process aid, helps balance pH
6	Fatty Acids, C12-18 And C18-Unsatd, Mea Salt	12	Fatty Acids, C12-18 And C18-Unsatd, Mea Salt	Wash aid, helps cleaning in hard water
7	Sodium C10-16 Alkylbenzene Sulfonate	3	Sodium C10-16 Alkylbenzene Sulfonate	Surfactant, cleaning agent
8	Propylene Glycol	6	Propylene Glycol	Process aid, allows ingredients to combine
9	Polyethyllyene Imine Ethoxylate	10	Polyethyllyene Imine Ethoxylate	Polymer, keeps dirt in suspension
10	Alcohol	7	Alcohol	Process aid, allows ingredients to combine
11	Propoxylated Ethoxylated Amine	9	Propoxylated Ethoxylated Amine	Polymer, keeps dirt in suspension
12	Sodium Lauryl Sulfate	13	Sodium Lauryl Sulfate	Surfactant, cleaning agent
13	Sodium Formate			Process aid, helps formula thickness
14	Sodium Borate	11	Sodium Borate	Enzyme stabilizer, helps enzymes stay active
15	Sodium Laurate			Wash aid, helps cleaning in hard water
16	Sodium Citrate	16	Sodium Citrate	Process aid, helps balance pH
17	Sodium Myristate			Wash aid, helps cleaning in hard water
18	Pentasodium Pentetate	17	Pentasodium Pentetate	Captures dirt, Helps remove stubborn dirt
19	Sodium Palmitate			Wash aid, helps cleaning in hard water
20	Sodium Oleate			Wash aid, helps cleaning in hard water
21	Fluorescent Brightener	19	Fluorescent Brightener	Brightner, colours clothes
22	Sodium Stearate			Wash aid, helps cleaning in hard water
23	Subtilisin	25	Subtilisin	Enzyme, cleans protein stains
24	Calcium Formate	23	Calcium Formate	Process aid, helps formula thickness
25	Amylase Enzyme	26	Amylase Enzyme	Enzyme, cleans starch based stains
26	Mannanase	31	Mannanase	Enzyme, cleans vegetable stains
		8	Long Lasting Frgrance	Perfume; provides longer lasting freshness

14	Mea-Dodecylbenzenesulfonate	Surfactant, cleaning agent
15	Fragrance	
18	Ethanol Amine	Process aid, helps balance pH
20	Sodium Bisulfite	Antioxidant, helps stabilize perfume
21	Phenylpropyl Ethyl Methicone	Process aid, suppresses foam in water
22	Hydrogenated Castor Oil	Process aid, keeps formula intact
24	Methoxypolyoxymethylene Melamine	Polymer, helps stabilize perfume
27	Dimethicone	Process aid, suppresses foam in water
28	Trimethylsiloxysilicate	Process aid, suppresses foam in water
29	Liquitint® Dye	Colorant, provides color to formula
30	Dimethicone	Process aid, suppresses foam in water

^a. Order of list of ingredients provided on the Smartlabel website

^b. Tide® Free and Gentle Liquid detergent (regular): <https://smartlabel.pg.com/en-ca/00037000885825.html>

^c. Tide® Plus Febreze Sport Liquid detergent (sport): <https://smartlabel.pg.com/en-ca/00037000875161.html>