

THE HISTORY OF DETERGENT

A JOURNEY OF INNOVATION
TOWARDS A CLEANER, BETTER FUTURE.

For more than 5,000 years, humanity has been perfecting the art of cleaning. From natural ingredients to advanced technology, each step has brought us closer to a simpler, more efficient and sustainable clean.



CLEANER
INGREDIENTS



SMARTER
TECHNOLOGY



KINDER TO THE
PLANET

2800 B.C. BABYLON

The first recipe similar to soap was created by mixing animal fat, wood ash and water. Ash contains potash, which reacts with fat to make soap.



1500 B.C. EGYPT

The Egyptians used mixtures of vegetable oils and alkaline salts for cleaning, personal hygiene and skin care.



1ST CENTURY ROMAN EMPIRE

Romans professionalized laundry in establishments called fullonicae. They used water, clay, ashes and even fermented urine (ammonia) to remove grease.



MIDDLE AGES (5TH-15TH CENTURY)

Soap was made using animal fat or vegetable oils and ashes. Famous soaps were born: Castile Soap, Marseille Soap and Aleppo Soap.



1800 INDUSTRIAL REVOLUTION

Large factories emerged and soap production scaled up. But soap had a big problem: it doesn't work well in hard water.



1907 SYNTHETIC DETERGENTS ARE BORN

In Germany, the first synthetic surfactants derived from petroleum were developed as an alternative to natural fats and oils.



1933 FIRST COMMERCIAL SYNTHETIC DETERGENT

The first modern synthetic detergent was launched in Germany. It worked in cold water, in hard water and produced lots of foam.



1946 THE RISE OF MODERN BRANDS

After World War II, detergent became part of everyday life. Brands like Tide, Surf and Persil changed the way the world does laundry.



1960s-1980s CHEMICAL INNOVATION

Detergents evolved with enzymes, oxygen bleaches, fragrances, optical brighteners and anti-resoling agents. Higher performance, but also greater environmental impact.



1970s-1990s THE RISE OF LIQUIDS

Liquid detergents became popular for their convenience and quick dissolving. But they contain mostly water (50-80%) and require large plastic bottles.



2012 THE ERA OF PODS

Pods offered concentrated formulas and easy dosing. More convenience, but also more plastic and safety concerns.



2010s DETERGENT SHEETS ARE BORN

A new way to clean: ultra-thin, water-soluble sheets that contain powerful cleaning ingredients. Less weight, less volume, less waste.



TODAY... SIMPLI CARE

We continue this journey with a new generation of laundry care. Simple, effective and kind to the planet.



POWERFUL CLEAN
IN HOT OR
COLD WATER
Advanced formula
that deep cleans
and cares for
your fabrics.



LESS IS MORE
No phosphates,
no parabens,
no microplastics.
Just what
you need.



**KIND TO
THE PLANET**
Biodegradable
ingredients and
compostable
packaging.



**DESIGN TO
SIMPLIFY**
Light, compact
and easy to store.
More space for
what matters.

A TIMELINE AT A GLANCE



FROM NATURE TO SCIENCE. FROM TRADITION TO INNOVATION.
ALWAYS THE SAME PURPOSE: TO CARE FOR WHAT MATTERS.

CLEAN MADE SIMPLE.