



Dreft Stages

Dreft, the No. 1 baby laundry detergent choice of pediatricians, the No. 1 dermatologist recommended brand for baby clothes and a trusted name in fabric care for over 80 years, has announced its largest innovation in more than half a decade as it welcomes laundry-care items to its brand portfolio.

Understanding that laundry needs for little ones evolve as they grow and develop, Dreft has expanded its product line-up to meet every baby life stage – from pregnancy through toddlerhood and beyond.

Now with Dreft's line of laundry care products, families can focus less on the mess and more on the amazing moments they share together.





Dreft Stage 1: Newborn

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Dreft Stage 1: Newborn Detergent is specially made for newborn babies' delicate skin. That's why it's the #1 Choice of Pediatricians and has been trusted by moms for over 80 years. So, swaddle your newborn in fabric washed with Dreft's hypoallergenic formula, designed to be tough on stains while still gentle on baby's skin.

Trusted

- #1 Choice of Pediatricians
- Trusted by moms for over 80 years
- From the #1 Dermatologist Recommended Brand for Baby Clothes
- Recommended by Pampers®

Specially Formulated

- Gentle on babies' sensitive skin and tough on stains
- Light baby scent
- Hypoallergenic
- Can be used in standard and high-efficiency washers



Available in 40 oz - 170 oz



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Dreft Stage 2: Active Baby

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Dreft Stage 2: Active Baby Detergent is specially designed with your developing baby in mind. That's why it helps remove 99% of baby food stains and all the messes baby finds while crawling in grass and dirt. Let Dreft Active Baby care for the messes, so you can spend more time enjoying the precious moments of babyhood.

Created with Active Babies In Mind

- Specially made for your developing, active baby and helps remove 99% of baby food stains and other outdoor messes
- Specially formulated to be gentle for babies' sensitive skin and tough on stains with a light baby scent

Gentle On Little One's Sensitive Skin

- Hypoallergenic
- From the #1 dermatologist recommended brand for baby clothes



Available in 50 oz - 170 oz



Dreft BlissFuls In-Wash Scent Booster

Dreft BlissFuls

Dreft Blissfuls in-wash scent booster gives you more of the baby fresh scent you love. Use Dreft Blissfuls in any load of laundry for lasting freshness that you can enjoy with every wiggle and tickle of baby's fabrics. Your child is only a baby for one year, but Dreft Blissfuls allows you to bring back that amazing baby scent (and all those memories) whenever you want.

Bring Back That Beloved Baby Scent With Every Wash

- Has long lasting baby fresh scent
- Is specially designed to complement Dreft detergent

Safe for Clothes

- Is designed to dissolve completely in water
- Is safe for all colors, fabrics, and loads
- Can be used on any load, even with baby clothes



Available in 13.2 oz - 19.5 oz