Alternatively you can make your own dough using the recipe below. The only drawback is that this can grow moldy, so if you plan to do this activity often, it is recommended that you invest in the commercial product.

Kool-Aid™ Playdough Recipe
This recipe makes three pounds of colorful, scented playdough:
5 cups of flour
1 cup salt
4 packages dry unsweetened Kool-Aid™
4 cups boiling water
6 tablespoons vegetable oil

Mix the dry ingredients together in a bowl. Mix the liquids together and pour them over the dry ingredients. Stir the mixture until it forms a ball (this may take a while — keep stirring). As the mixture cools, it will become less sticky. After the mixture has cooled to room temperature, take it out of the bowl and knead it until it is smooth. Store in ziplock bags in the refrigerator until ready to use.