Say

$$(a,b) \sim (a',b') \wedge (c,d) \sim (c',d'),$$

then we need to show that

$$(ac,bd) \sim (a'c',b'd'). \tag{3}$$

• But check:

$$(ac)(b'd') \stackrel{?}{=} (a'c')(bd)$$
$$ab'cd' \stackrel{?}{=} a'bc'd.$$