

Fill laundry powder

INGREDIENT:

WHAT?

WHY?

Alcohol Ethoxylate	Mild non-ionic surfactant	Boosts stain removal on tough marks
Acrylic/ Maleic Acid Co-polymer	Anti - redeposition agent	Helps ensure dirt removed cannot resettle
Citric Acid	Chelating agent	Helps tackle limescale, regulates pH
Fragrance	Blend on natural & synthetic fragrances	Adds fragrance
Sodium Carbonate	Washing soda. Directly mined/ derived from salt	Aids product function in hard water
Sodium Chloride	Purified table salt	Helps ensure powder is easily dispensed
Sodium Dodecylbenzenesulfonate	Anionic surfactant	Helps remove tough stains & particulate matter. Generates foam
Sodium Percarbonate	Oxygen based bleaching agent	Helps remove stains
Sodium Silicate	Builder derived from sand & caustic soda	Range of properties including wetting, emulsification, degreasing & anti-redeposition
Sodium Sulphate	Extracted from minerals	Helps ensure powder is easily dispensed
Taed	Bleach activator	Helps improve performance at low temperatures
Zeolite	Naturally derived mineral	Helps soften water by ion exchange reaction