

INGREDIENTS

Ariel Purclean™ Washing Liquid



INGREDIENT	INGREDIENT GROUP	CONSUMER LANGUAGE
water	water	stabilizes formula
sodium laureth 3.0 sulfate*	plant based surfactant	provides deep cleaning
propylene glycol	plant based solvent	stabilizes formula
laureth-7*	plant based surfactant	provides deep cleaning
sodium palm kernelate	plant based suds reducer	reduces suds accumulation during wash
sodium citrate	plant based water softener	reduces water hardness
sodium hydroxide	mineral based pH adjuster	balances formula pH
polyethoxylated hexamethyldiamine sulfate	synthetic polymer	suspends soils in wash water and enhances cleaning efficiency
Ariel purclean perfume	synthetic fragrance	adds scent to laundry
sodium diethylenetriamine pentamethylene phosphonate	synthetic mineral binder	binds minerals in wash water to stop them depositing on clothes and negatively impacting cleaning performance.
ethanol	plant based solvent	stabilizes formula
protease**	biobased enzyme	fightes tough stains
calcium chloride	mineral based enzyme stabilizer	maintains enzyme performance
amylase**	biobased enzyme	fightes tough stains
mannanase**	biobased enzyme	fightes tough stains
pectolyase**	biobased enzyme	fightes tough stains
benzisothiazolinone	synthetic preservative	preserves product
methylisothiazolinone	synthetic preservative	preserves product

