

## INGREDIENTS

### Ariel Washing Gel Original



INGREDIENT	INGREDIENT GROUP	PURPOSE
Alpha-Isomethyl Ionone	Fragrance	Gives a pleasant odour
Amylase	Enzyme	Breaks down starch stains
Aqua	Water	Dissolves ingredients in formula
Benzisothiazolinone	Preservative	Preserves formula
C12-14 Pareth-7	Cleaning aid	Keeps ingredients suspended in formula
C14-15 Pareth-n	Surfactant	Breaks down stains
Calcium Chloride	Stabilizer	Keeps formula in one phase
Colorant	Colourant	Gives formula a pleasant colour
Co-polymer of PEG / Vinyl Acetate	Surfactant	Prevents dirt resettling on fabrics
Disodium Distyrylbiphenyl Disulfonate	Brightener	Brightens fabrics
Ethanolamine	Solvent	Breaks down fatty stains
Geraniol	Fragrance	Gives a pleasant odour
Hydrogenated Castor Oil	Solvent	Blends formula ingredients
Lyase	Enzyme	Breaks down stains
Mannanase	Enzyme	Fights tough stains
MEA-citrate	Water softener	Prevents lime scale
MEA Dodecylbenzenesulfonate	Surfactant	Removes stains
MEA-Laureth Sulfate	Surfactant	Produces foam
MEA-Palm Kernelate	Surfactant	Breaks down stains
Methylisothiazolinone	Preservative	Preserves product
Palm Kernel Fatty Acid	Cleaning aid	Removes stains and boosts foam
PARFUM	Fragrance	Gives a pleasant odour
PEG/PPG-10/2 Propylheptyl Ether	Surfactant	Blends formula ingredients
Propylene Glycol	Stabilizer	Keeps formula in one phase
Protease	Enzyme	Breaks down fatty and protein stains
Sodium Formate	Thickener	Helps formula thickness
Sorbitol	Thickener	Thickens formula and aids pouring
Sulfated Ethoxylated Hexamethylenediamine Quaternized	Surfactant	Prevents dirt resettling on fabrics
Trimonoethanol Etidronate	Surfactant	Prevents limescale
Tripropylene Glycol	Cleaning aid	Eliminates bad odours

