

## INGREDIENTS

### Ariel Colour & Style Washing Liquid



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-7	Cleaning aid	Aids soaking and stain removal
Calcium Chloride	Stabilizer	Keeps formula in one phase
Citronellol	Fragrance	Gives a pleasant odour
Colorant	Colourant	Gives formula a pleasant colour
Co-polymer of PEG / Vinyl Acetate	Surfactant	Prevents dirt resettling on fabrics
Dimethicone	Coating agent	Brightens fabrics surface
Dimethiconol	Foam control agent	Makes fabrics soft and helps prevent the buildup of excessive foam.
Ethanolamine	Solvent	Breaks down fatty stains
Geraniol	Fragrance	Gives a pleasant odour
Hydrogenated Castor Oil	Solvent	Blends formula ingredients
Hydroxyethylcellulose	Thickener	Thickens formula
Isoeugenol	Fragrance	Gives a pleasant odour
Limonene	Fragrance	Gives a pleasant odour
MEA Dodecylbenzenesulfonate	Surfactant	Removes stains
Methylisothiazolinone	Preservative	Preserves product
PARFUM	Fragrance	Gives a pleasant odour
PEG-2 Stearate	Surfactant	Breaks down stains
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 C12-15 Pareth Sulfate	Surfactant	Removes stains
Sodium Chloride	Stabilizer	Cleans and prevents lime scale



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INGREDIENT	INGREDIENT GROUP	PURPOSE
Sodium Citrate	Water softener	Prevents the build-up of scale
Sodium Cumenesulfonate	Cleaning aid	Dissolves dirt
Sodium Diethylenetriamine Pentamethylene Phosphonate	Water softener	Prevents the build-up of scale
Sodium Dodecylbenzenesulfonate	Surfactant	Removes stains
Sodium Formate	Thickener	Helps formula thickness
Sodium Hydroxide	pH adjuster	Controls pH levels
Sodium Laureth Sulfate	Surfactant	Produces foam and removes stains
Sodium Palm Kernelate	Surfactant	Removes fatty stains
Sorbitol	Thickener	Thickens formula and aids pouring
Sulfated Ethoxylated Hexamethylenediamine Quaternized	Surfactant	Prevents dirt resettling on fabrics
Tripropylene Glycol	Cleaning aid	Eliminates bad odours

