

## INGREDIENTS

### Ariel Original Washing Liquid



INGREDIENT GROUP	INGREDIENT	PURPOSE
Cleaning aid	C12-14 Pareth-7	Keeps ingredients suspended in formula
	C14-15 Pareth-7	Aids soaking and stain removal
	Sodium Cumenesulfonate	Dissolves dirt
	Tripropylene Glycol	Eliminates bad odours
Coating agent	Dimethicone	Brightens fabrics surface
Colourant	Colorant	Gives formula a pleasant colour
Enzyme	Amylase	Breaks down starch stains
	Lyase	Breaks down stains
	Mannanase	Fights tough stains
	Protease	Breaks down fatty and protein stains
Foam control agent	Dimethiconol	Makes fabrics soft and helps prevent the buildup of excessive foam.
Fragrance	Alpha-Isomethyl Ionone	Gives a pleasant odour
	Citronellol	Gives a pleasant odour
	Geraniol	Gives a pleasant odour
	Limonene	Gives a pleasant odour
	Isoeugenol	Gives a pleasant odour
	PARFUM	Gives a pleasant odour
pH adjuster	Sodium Hydroxide	Controls pH levels
Preservative	Benzisothiazolinone	Preserves formula
	Methylisothiazolinone	Preserves product
Solvent	Alcohol	Cleans and disinfects surfaces
	ethanol	stabilizes formula
	Hydrogenated Castor Oil	Blends formula ingredients
Stabilizer	Calcium Chloride	Keeps formula in one phase
	Propylene Glycol	Keeps formula in one phase
	Sodium Chloride	Cleans and prevents lime scale



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Surfactant	Sodium C12-15 Pareth Sulfate	Removes stains
	Sodium Dodecylbenzenesulfonate	Removes stains
	Co-polymer of PEG / Vinyl Acetate	Prevents dirt resettling on fabrics
	PEG-2 Stearate	Breaks down stains
	PEG/PPG-10/2 Propylheptyl Ether	Blends formula ingredients
	MEA Dodecylbenzenesulfonate	Removes stains
	Sodium Laureth Sulfate	Produces foam and removes stains
	Sodium Palm Kernelate	Removes fatty stains
	Sulfated Ethoxylated Hexamethylenediamine Quaternized	Prevents dirt resettling on fabrics
Thickener	Sorbitol	Thickens formula and aids pouring
	Sodium Formate	Helps formula thickness
	Hydroxyethylcellulose	Thickens formula
Water	Aqua	Dissolves ingredients in formula
Water softener	Sodium Citrate	Prevents the build-up of scale
	Sodium Diethylenetriamine	Prevents the build-up of scale
	Pentamethylene Phosphonate	Prevents the build-up of scale

