

## INGREDIENTS

### Ariel Colour & Style Washing Powder



INGREDIENT	INGREDIENT GROUP	PURPOSE
Amylase	Enzyme	Breaks down starch stains
Aqua	Water	Dissolves ingredients in formula
C14-15 Pareth-7	Cleaning aid	Aids soaking and stain removal
Calcium Carbonate	Cleaning aid	Cleans and polishes surfaces
Citric Acid	Cleaning aid	Provides deep cleaning
Colorant	Colourant	Gives formula a pleasant colour
Co-polymer of PEG / Vinyl Acetate	Surfactant	Prevents dirt resettling on fabrics
Coumarin	Fragrance	Gives a pleasant odour
Dextrin	Stabilizer	Keeps formula in one phase
Dodecylbenzene Sulfonic Acid	Surfactant	Breaks down stains
Geraniol	Fragrance	Gives a pleasant odour
Glycerin	Thickener	Prevents products from drying out
Hexyl Cinnamal	Fragrance	Gives a pleasant odour
Hydrated Silica	Stabilizer	Prevents products from drying out
Kaolin	Cleaning aid	Gives bulk and texture to products
Lipase	Enzyme	Breaks down protein stains
Magnesium Sulfate	Cleaning aid	Remove stains and marks
Mannanase	Enzyme	Fights tough stains
Microcrystalline Cellulose	Stabilizer	Breaks down fatty stains
PARFUM	Fragrance	Gives a pleasant odour
PEG/PPG-10/2 Propylheptyl Ether	Surfactant	Blends formula ingredients
Polyethylene Glycol	Solvent	Lubricates and uniformly distributes ingredients
Polyvinyl Alcohol	Coating agent	Improves formula efficiency and builds coatings
Protease	Enzyme	Breaks down fatty and protein stains
Silicone Compound	Foam control agent	Prevents excessive foam
Sodium Acrylic Acid/MA Copolymer	Foam control agent	Improves product efficiency
Sodium Carbonate	pH adjuster	Prevents the build-up of lime scale



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Sodium Chloride	Stabilizer	Cleans and prevents lime scale
Sodium Dodecylbenzenesulfonate	Surfactant	Removes stains
Sodium Hydroxide	pH adjuster	Controls pH levels
Sodium Laureth Sulfate	Surfactant	Produces foam and removes stains
Sodium Polyacrylate	Thickener	Breaks down stains and thickens formula
Sodium Soap C8-C18 Coconut	Cleaning aid	Removes stains and dirt
Sodium Silicate	Stabilizer	Keeps formula in one phase
Sodium Sulfate	Surfactant	Evenly distributes formula and ingredients
Sucrose	Preservative/Thickener	Preserves and thickens formula
Tetrasodium Etidronate	Cleaning aid	Breaks down stains
Titanium Dioxide	Colourant	Gives formula a pleasant colour
Trideceth-n	Stabilizer	Disperses dyes in formula
Tripropylene Glycol	Cleaning aid	Eliminates bad odours
Zeolite	Water softener	Prevents the build-up of lime scale

