

innospec 

EXPLORE

the whole home



Sustainability, Innovation, In-trend Solutions:
EXPLORE our latest formulation set, designed for the Home Care, I&I Market



EXPLORE

the whole home

LAS-FREE
LAUNDRY LIQUID TABS

innospec 



LAS-FREE Laundry Liquid Tabs

FORMULATION TYPICAL PROPERTIES

Good for formulators

- Active ingredients: ca 65%.

Good for the environment

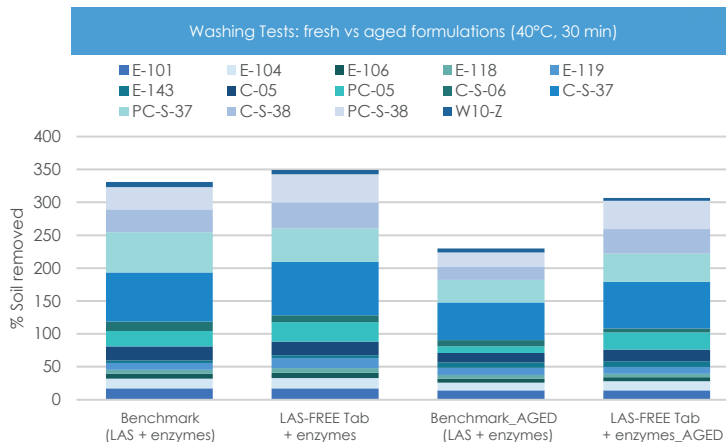
- Compatible with environmentally friendly packaging and water soluble films;
- Renewable Carbon Index (RCI): 77%.

Good for you

- 1,4-dioxane free;
- Overall cleaning efficacy constant over time;
- LAS (Linear Alkylbenzene Sulfonates) free, keeping its performance and effectiveness constant.

HOW TO USE

Place directly in the washing machine drum to properly wash your clothes.



Efficacy on Enzymatic Stains

Cleaning efficiency on enzymatic stains with freshly prepared vs aged Liquid Tabs, changes quite significantly if we compare our LAS-FREE formulations vs the Benchmark (LAS based + enzymes):

- Aged benchmark lost ca 30% efficacy to remove enzymatic stains
- Aged LAS-FREE Tab + enzymes showed just a small drop in the efficacy to remove enzymatic stains
- Our LAS-FREE Liquid Tabs are milder and offer a better living environment for the enzymes

Compatible with water soluble films

Low water content (< 5%)

High renewable carbon index percentage





EXPLORE

the whole home

POWDER LAUNDRY
VEGETABLE BASED



innospec

FORMULATION TYPICAL PROPERTIES

Good for formulators

- Surfactants content: ca 67%;
- Suitable for ultra-compaction.

Good for the environment

- Compatible with environmentally friendly packaging and water soluble films;
- Renewable Carbon Index (RCI): 96%;
- High percentage of naturally derived ingredients;
- Low aquatic toxicity;
- Meets Ecolabel requirements.

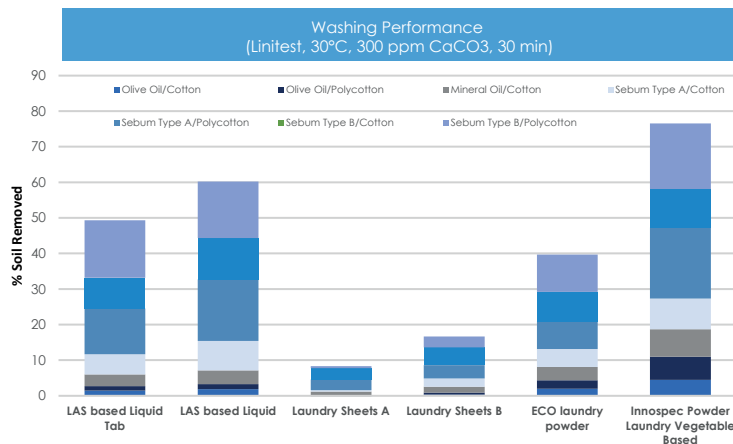
Good for you

- 1,4-dioxane free;
- Washing performance equal or better than regular laundry liquids;
- Outstanding removal of Olive Oil based stains both on Cotton & Polycotton;
- Exceptional sebum removal.



HOW TO USE

Concentrated powder laundry detergent for direct use, to be packed in water soluble film or to be tabletted. Place directly in the washing machine drum to properly wash your clothes.



Ideal for sustainable packaging

High concentrate

Vegetable based



homecare@innospecinc.com



EXPLORE

the whole home

POWDER MANUAL DISHWASH
VEGETABLE BASED

innospec 

FORMULATION TYPICAL PROPERTIES

Good for formulators

- Free flowing powder (91% surfactant active);
- Clear appearance upon dilution in water;
- The careful combination of the ingredients used is the key behind the viscosifying and the high foaming properties.

Good for the environment

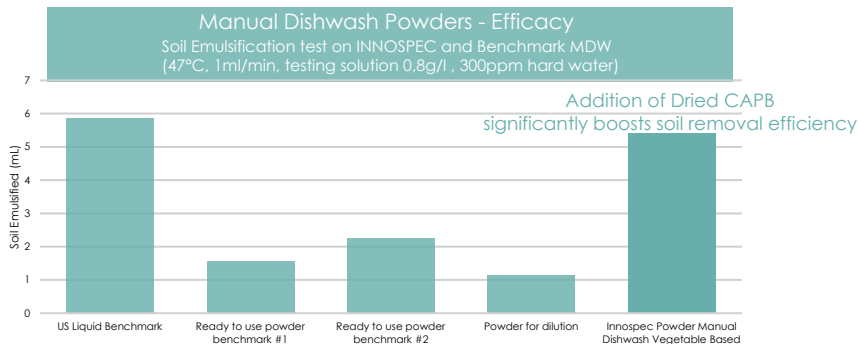
- Compatible with environmentally friendly packaging, such as glass and paper;
- Good for the environment since it is a low water content formulation;
- Biodegradable surfactants;
- Meets Ecolabel requirements.

Good for you

- 1,4-dioxane free;
- Can be diluted from the comfort of your home;
- Provides a good soil removal capability for direct use or with self viscosifying properties upon dilution at home.

HOW TO USE

1. To prepare the manual dishwash, fill a reusable bottle up 1/6 full with the Powder Manual Dishwash Vegetable based; fill the rest of the bottle with water;
2. Replace the lid and shake the bottle well. A thick fluid will be formed after a while;
3. Let stand a couple of hour to allow for the bubbles to clear;
4. Directly apply the solution to a slightly wet sponge and enjoy removing dirt from your dishes!



Extremely good soil removal efficiency

Easily dilutable from the comfort of home

Produces a good and creamy foam, stable over time

Soil removal / Efficacy Score:

- Powder Manual Dishwash Vegetable Based formula performs significantly better than other powder benchmarks and is comparable to liquid benchmark;
- Popular overall liquid benchmark : Soil Emulsified ca 6,2 mL.





EXPLORE

the whole home

MANUAL
DISHWASH PASTE

innospec▶

Manual Dishwash Paste

FORMULATION TYPICAL PROPERTIES

Good for formulators

- Fluid paste easy to process despite the high concentration;
- Based on SLS and Cocamide MIPA;
- Surfactants content: up to 70%;
- The careful combination of the ingredients used is the key behind the high foaming properties.

Good for the environment

- Renewable Carbon Index (RCI): > 90%.

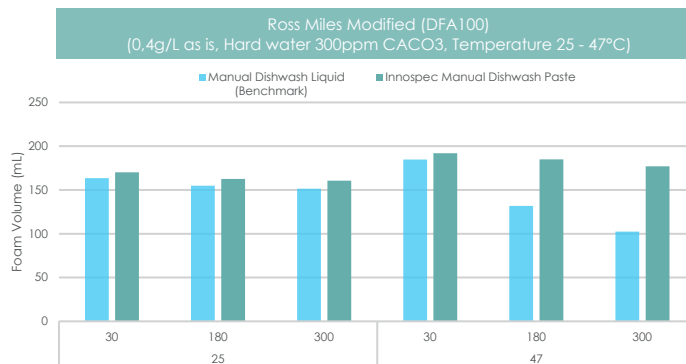
Good for you

- 1,4 dioxane-free;
- Funny to use and easy to squeeze from a toothpaste tube;
- Provides a good soil removal capability using only a small quantity of product.



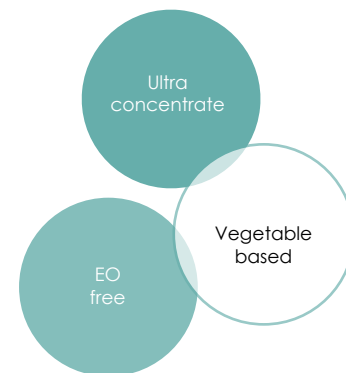
HOW TO USE

1. Squeeze the product directly on the sponge or in the sink filled with water;
2. Lightly wet the sponge and enjoy removing dirt from your dishes!



Manual Dishwash Paste - Foam

- **Innospec Manual Dishwash Paste** Flash foam is slightly better than Manual Dishwash liquid benchmark at 25 and 47°C;
- **Innospec Manual Dishwash Paste** foam stability is as good as the benchmark at room temperature and significantly more stable at 47°C.





EXPLORE

the whole home

MANUAL
DISHWASH GEL

innospec ▶

Manual Dishwash Gel

FORMULATION TYPICAL PROPERTIES

Good for formulators

- Based on SLS, Cocamide MIPA and solvents;
- Solid contents: 51%;
- Surfactants content: 30%;
- The careful combination of the ingredients used is the key behind the high foaming properties.

Good for the environment

- Renewable Carbon Index (RCI): > 60%;
- Can be stored in sustainable packaging, such as aluminum, ceramic and glass;
- Compatible with refill option: it can be melted and poured into the dispenser.

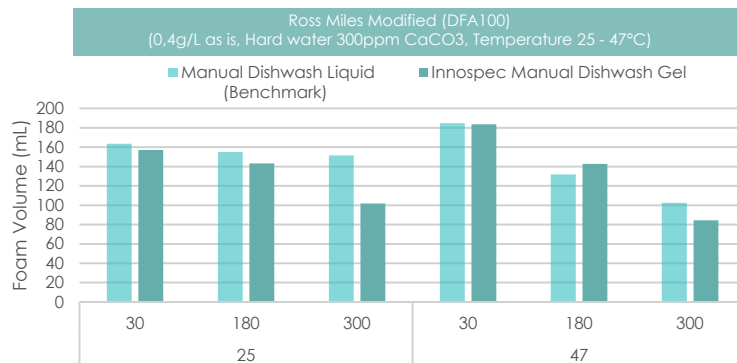
Good for you

- 1,4 dioxane-free;
- Funny to use & easy to squeeze from a toothpaste tube;
- High concentrate;
- Provides a good soil removal capability.



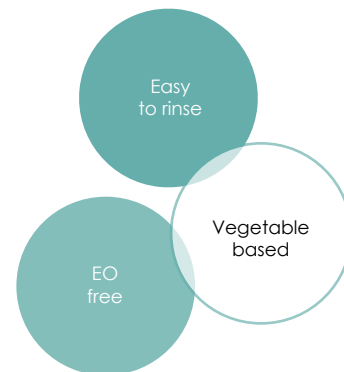
HOW TO USE

1. Squeeze the product directly on the sponge or in the sink filled with water;
2. Lightly wet the sponge and enjoy removing dirt from your dishes!



Manual Dishwash Gel - Foam

- **Innospec Manual Dishwash Gel** Flash foam is as good as Manual Dishwash liquid benchmark at both 25 and 47°C;
- **Innospec Manual Dishwash Gel** foam has the tendency to collapse quicker than the benchmark, especially at room temperature, and this behaviour can support an "easier to rinse" claim.





EXPLORE

the whole home

DISHWASHER STAMP

innospec 

FORMULATION TYPICAL PROPERTIES

Good for formulators

- Self-adhesive transparent gel for Automatic Dishwash;
- Surfactant content: typically 40%;
- Gel Point: > 45%.

Good for the environment

- Compatible with environmentally friendly packaging, such as glass and aluminum;
- Good for the environment since it is based on low aquatic toxicity ingredients;
- Based on nonionic surfactants;
- Low - medium foaming;
- Meets Ecolabel requirements.

Good for you

- 1,4-dioxane free;
- Easy to use;
- Degreasing properties;
- Self sticking also on vertical surfaces;
- Can be customized to different colors and shapes, making it a versatile formulation.

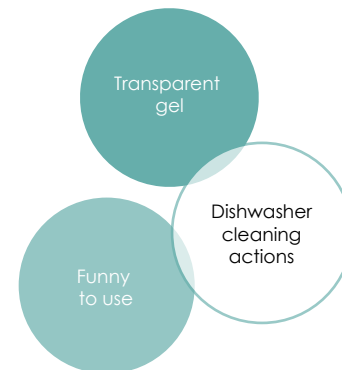


HOW TO USE

1. Take the gel strip or patch out of its packaging;
2. Lift paper on a single side of the strip/patch.
3. Stick the strip/patch by pressing gently along the edges inside the dishwasher;
4. Remove the paper and let it dissolve during the washing cycle to make the dishwash shine!

CONCEPT BEHIND THE PRODUCT

Single use Automatic Dishwash Gel to be applied on the dishwasher door.
Can be a machine cleaner, a malodour remover, a sanitizing agent,
a delivery system for probiotics.





EXPLORE

the whole home

POWDER TOILET BOMB

innospec 

Powder Toilet Bomb

FORMULATION TYPICAL PROPERTIES

Good for formulators

- Free-flowing powder;
- Produces a creamy, voluminous and stable foam;
- Provides a significantly better foaming than other powder benchmarks.

Good for the environment

- Good for the environment since it is a low water content formulation;
- Compatible with eco-friendly packaging (water soluble pouches or aluminum sachet);
- Vegetable-based version available, designed around a special blend of anionic surfactants;
- The vegetable-based version meets Ecolabel requirements.

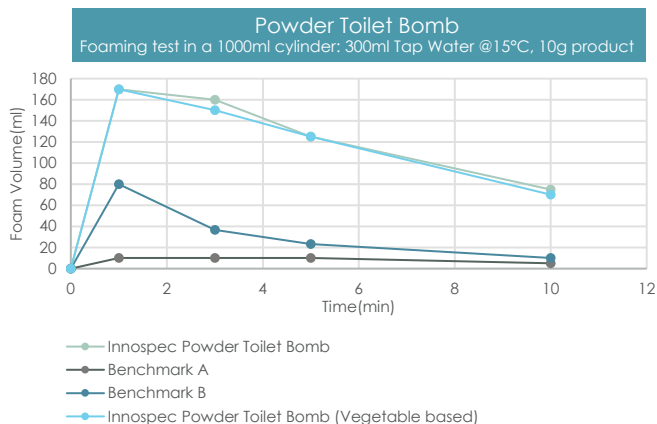
Good for you

- Removes limescale efficiently thanks to the long lasting foaming effect;
- Can also be used to clean drains (sink, shower, bath tubs);
- Biocidal effect.



HOW TO USE

1. Drop the paper pouch into your toilet bowl;
2. Let the water-soluble packaging dissolve and foam;
3. Leave for at least 30 minutes (the more contact, the higher the performance);
4. Flush away and enjoy your sparkling, clean toilet!



Vegetable
based
version
available

Mass-Balance
version
available

Easy and funny
to use



A close-up photograph of a car's front end, including the headlight and grille, covered in white foam from a car wash. A large, semi-transparent blue circle is overlaid on the center of the image, containing the text.

EXPLORE

the whole home

CAR SHAMPOO TABLET

innospec 

Car Shampoo Tablet

FORMULATION TYPICAL PROPERTIES

Good for formulators

- Free-flowing solid formulation, ideal to be shaped in tabs;
- Produces a good and creamy foam, stable over time and easily rinseable;
- Based on dried surfactants with optimised granulometry.

Good for the environment

- Compatible with environmentally friendly packaging, such as paper and water soluble films;
- Good for the environment since it is a low water content formulation;
- Ecolabel compliant version available.

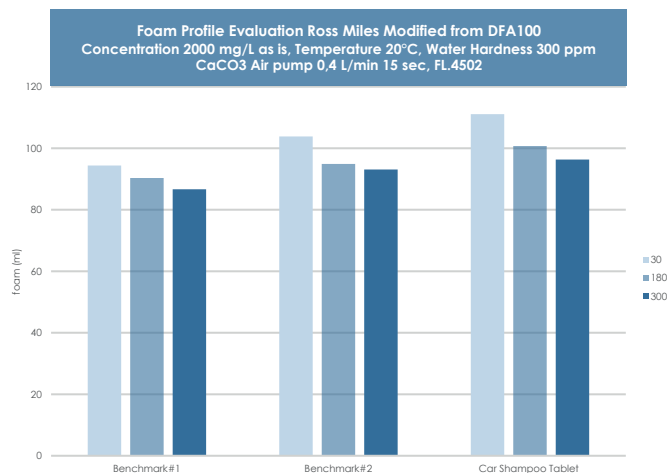
Good for you

- 1,4 dioxane-free;
- Formulation with great soil removal properties;
- Good wetting properties: with a small amount of product, a large part of the surface can be covered.



HOW TO USE

1. Drop the tablet in a bucket, add water and let it dissolve;
2. Once the tab is completely dissolved, take a sponge and dip it into the foamy solution;
3. Squeeze the sponge and enjoy removing dirt from your car!



Formulated
around our
dried surfactants

Super
concentrated
tabs

Easy
to use

