



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.

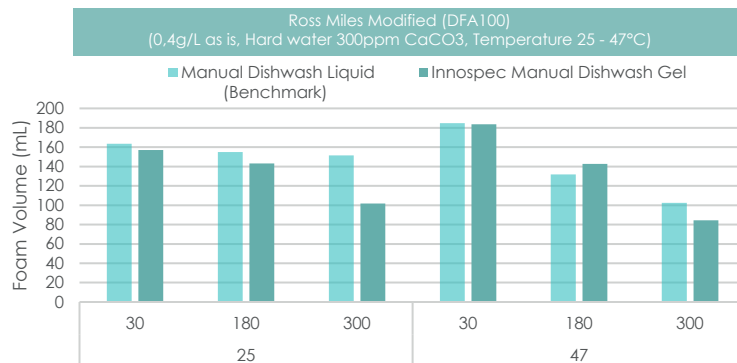
Good for you

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



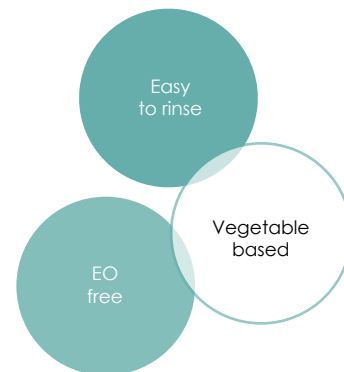
HOW TO USE

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.





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MANUAL
DISHWASH PASTE

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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%.

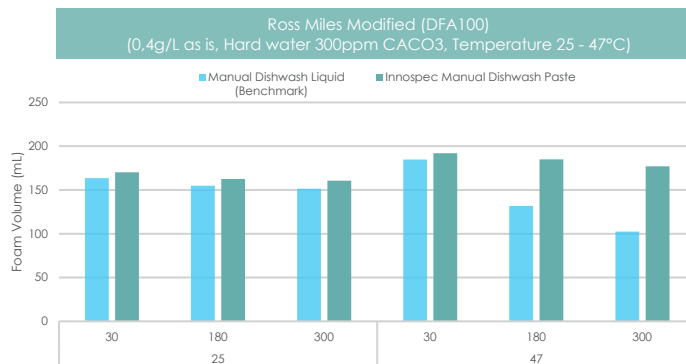
Good for you

- 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.



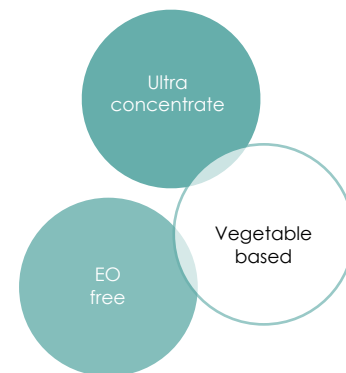
HOW TO USE

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.





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POWDER MANUAL DISHWASH
VEGETABLE BASED

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Powder Manual Dishwash Vegetable Based

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

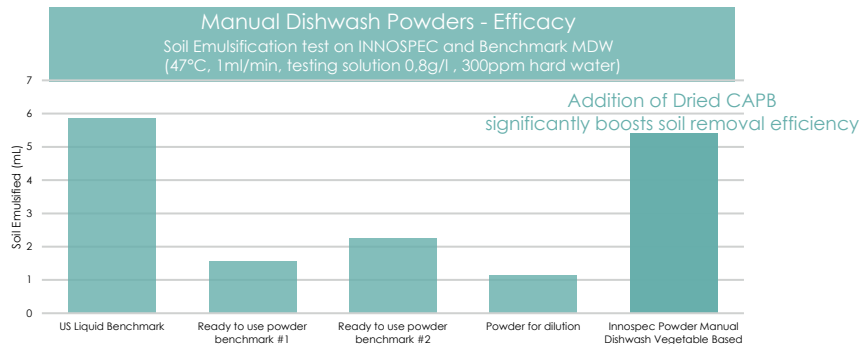
- Compatible with environmentally friendly packaging, such as glass and paper;
- Good for the environment since it is a low water content formulation;
- Biodegradable surfactants;
- Meets Ecolabel requirements.

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.



A hand holding a blue sponge, with a teal circular overlay containing text.

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MANUAL DISHWASH MOUSSE

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Manual Dishwash Mousse

FORMULATION TYPICAL PROPERTIES

Good for formulators

- Ready to use Manual Dishwash Mousse to be delivered with spraying pumps (no viscosity needed);
- Compatible with surfactant systems that are not easy to viscosify;
- The careful combination and mutual ratio of the ingredients used is the key behind the low viscosifying, the high foaming and the very good soil emulsification properties.

Good for the environment

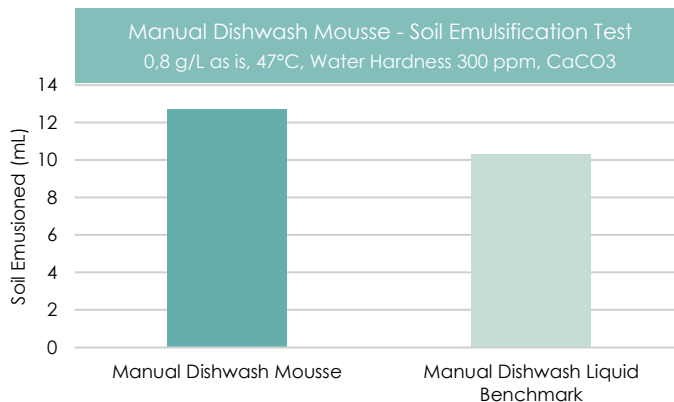
- Compatible with environmentally friendly packaging, such as glass;
- Available options good for the environment since they are based on low aquatic toxicity surfactants;
- Biodegradable surfactants;
- Available options which meet Ecolabel requirements.

Good for you

- Free from sulfated surfactants, 1,4-dioxane and EO;
- Coloured foam option;
- So mild that can be used also as hand liquid soap;
- Very good emulsification power. Efficient cleaning performance also in comparison with popular benchmarks.

HOW TO USE

Manual Dishwash Mousse can be applied directly on the sponge or directly on the dishes, glasses, pots and pans.



Colored
foam
option

Excellent
foaming
properties

SLES-, EO- and
sulfate-free





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DISHWASHER STAMP

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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.

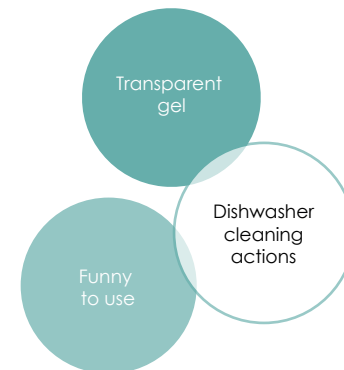


HOW TO USE

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 dishwasher 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.





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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

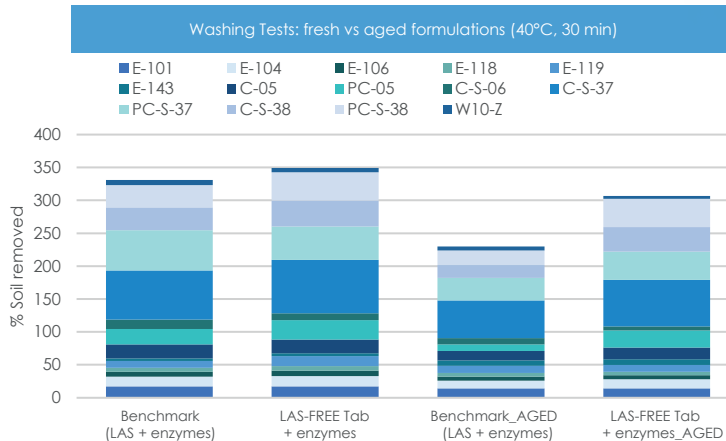
- Compatible with environmentally friendly packaging and water soluble films;
- Renewable Carbon Index (RCI): 77%.

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



A front-loading washing machine is shown on the left side of the image. A large blue circle is overlaid on the right side of the machine, containing white text. The text reads 'EXPLORE' in a large, bold, sans-serif font. Below it, in a smaller font, is 'the whole home'. Further down, in a larger, bold, sans-serif font, are the words 'POWDER LAUNDRY' and 'VEGETABLE BASED'. At the bottom of the circle, the 'innospec' logo is visible, featuring the word 'innospec' in a lowercase sans-serif font followed by a stylized circular icon with a play button symbol inside. The background is a plain white wall and a light-colored wooden floor.

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POWDER LAUNDRY
VEGETABLE BASED

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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.

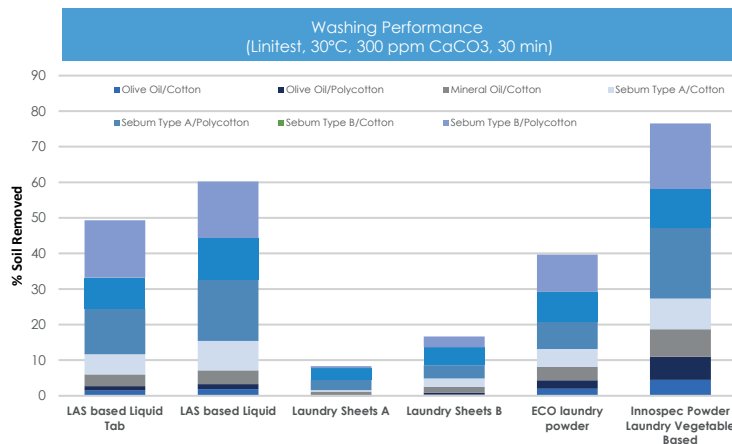
Good for you

- 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



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SNAP&WASH
LAUNDRY TABS



innospec

FORMULATION TYPICAL PROPERTIES

Good for formulators

- Fully formulated laundry detergent based on Unique Concentrated Surfactant Blends, which yield high performing, innovative solid systems easy to shape in the desired solid forms;
- Convenient new format with attractive aesthetics (transparent or opaque);
- Compatible with high concentration of perfume and enzymes;
- Stand alone system.

Good for the environment

- Biodegradable surfactants;
- Available options with low aquatic toxicity;
- Compatible with environmentally friendly packaging, such as paper, glass or aluminium;
- No product waste in use.

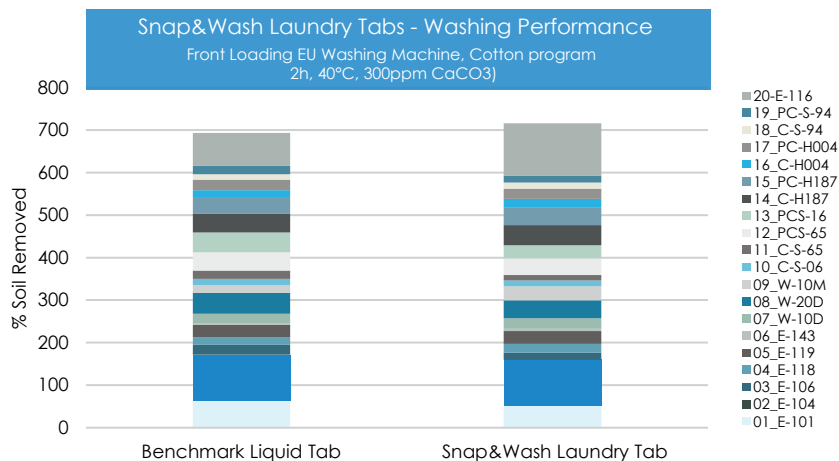
Good for you

- Available options with 1,4-dioxane and EO below 1 ppm;
- Pleasant feel;
- Washing performance as good as laundry liquids;
- Alternative much more efficient to laundry sheets.



HOW TO USE

Tear off a piece of the product to obtain the desired dose and place it directly in the washing machine drum.



Safer use
than laundry
liquid tabs

Technology
based on
Innospec
Transparent
Solid Patent

Ultra
concentrate



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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.

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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.

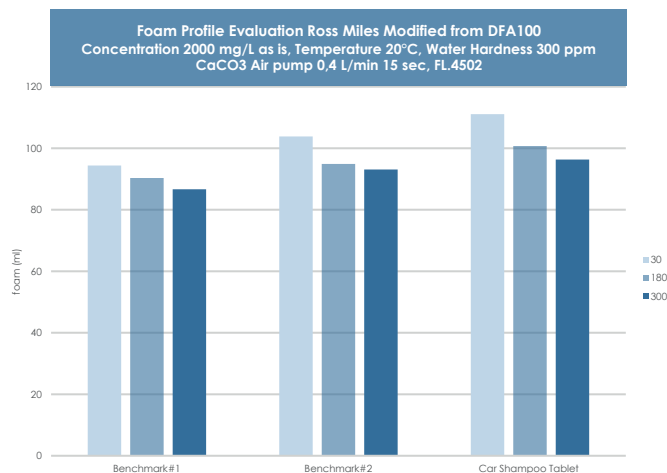
Good for you

- 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



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POWDER TOILET BOMB

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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.

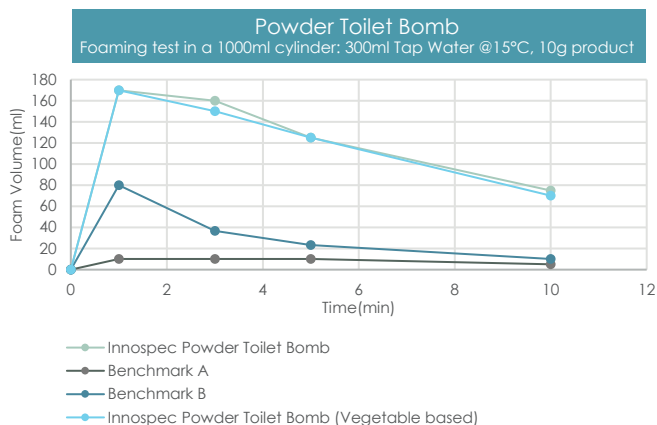
Good for you

- 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

