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## with innospec



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Squeeze & Shine Paste  
Manual Dishwash Paste

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# Squeeze & Shine 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

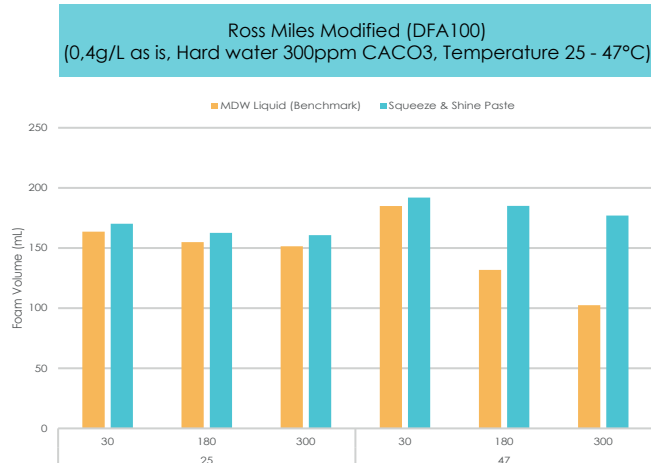
- Renewable Carbon Index (RCI): > 60%;
- Vegetable based.

### 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!



## Squeeze & Shine 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.

\* 1,4-Dioxane: Below limit of detection of 1 ppm



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Rub & Shine  
Manual Dishwash Gel

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# Rub & Shine

## FORMULATION TYPICAL PROPERTIES

### Good for formulators

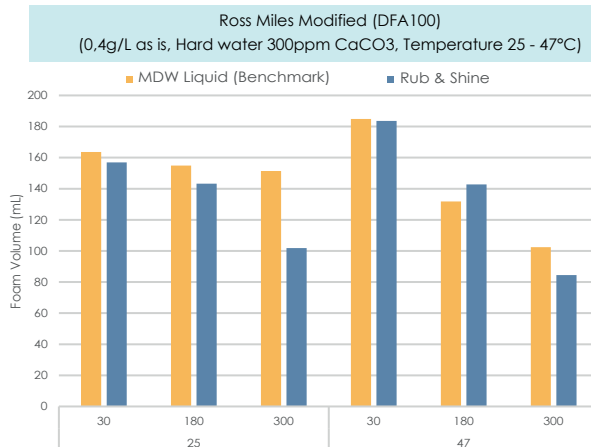
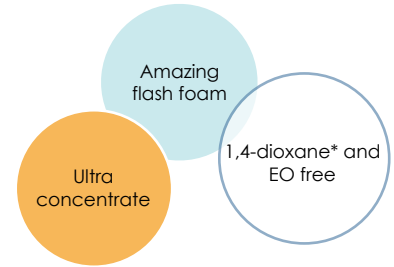
- Based on SLS, Cocamide MIPA and solvents;
- Solid contents: 51%;
- Surfactants content: 30%;
- The careful combination of the ingredients used is the key behind the high foaming properties.

### Good for the environment

- Renewable Carbon Index (RCI): > 60%;
- Vegetable based;
- 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;
- Easy to rinse;
- Provides a good soil removal capability.



\* 1,4-Dioxane: Below limit of detection of 1 ppm

## 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!

## Rub & Shine - Foam

- Innospec Manual Dishwash Gel Flash foam is as good as Manual Dishwash liquid benchmark at both 25°C 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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Mousse Boost  
Manual Dishwash Mousse

innospec 

# Mousse Boost

## 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.

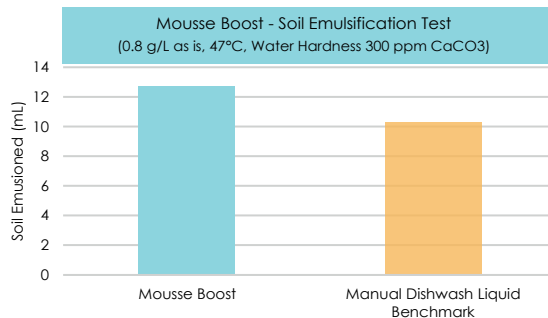
### Good for you

- Free from sulfated surfactants, 1,4-dioxane\*, SLES, EO and sulfate;
- 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

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



Excellent foaming properties

1,4-Dioxane free\*

AOS as main detergent

\* 1,4-Dioxane: Below limit of detection of 1 ppm

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Powder-to-Foam

Vegetable Based Manual Dishwash

innospec 



# Powder-to-Foam



## 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 viscifying and the high foaming properties.

### Good for the environment

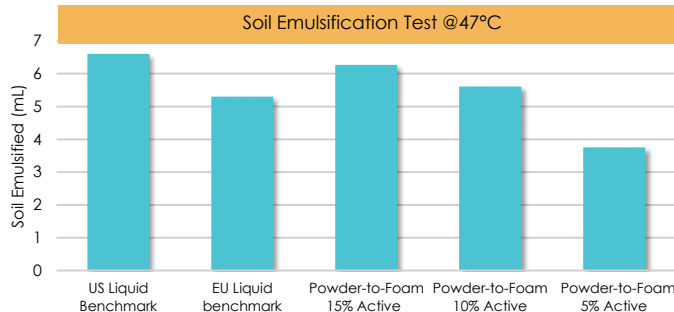
- Compatible with environmentally friendly packaging, such as glass and paper;
- Good for the environment since it is a low water content formulation;
- Biodegradable surfactants;
- Meets Ecolabel requirements.

### 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 viscifying 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-to-Foam; 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!



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\* 1,4-Dioxane: Below limit of detection of 1 ppm

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Door-to-Dish  
Dishwasher Stamp

**innospec** 

# Door-to-Dish



## FORMULATION TYPICAL PROPERTIES

### Good for formulators

- Self-adhesive transparent gel for Automatic Dishwash;
- Surfactant content: typically 40%;
- Based either on nonionic surfactants or anionic/nonionic surfactants blends;
- 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;
- Low - medium foaming;
- Available Ecolabel options.

### Good for you

- **1,4-dioxane free\***;
- Easy to use;
- Degreasing;
- 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 Dishwasher Stamp to be applied on the dishwasher door. Can be a machine cleaner, a malodour remover, a sanitizing agent, a delivery system for probiotics.



\* 1,4-Dioxane: Below limit of detection of 1 ppm



BE INSPIRED

Snap & Wash  
Laundry Tabs

innospec 

# Snap & Wash

## 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.

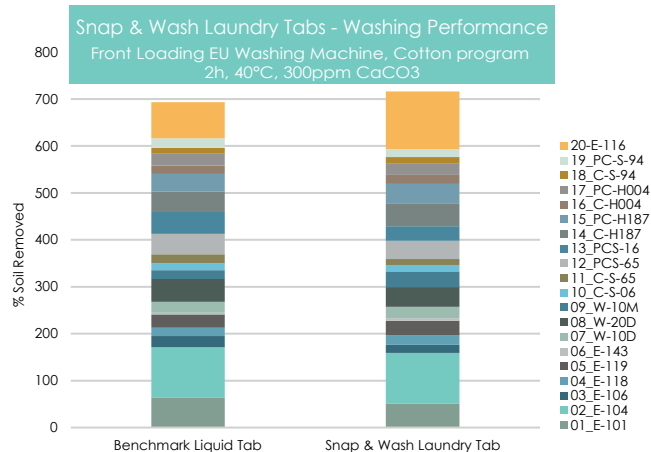
### Good for you

- 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

Concentrate



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Clean-in-a-Strip  
Laundry Detergent Strip

innospec 

# Clean-in-a-Strip

## FORMULATION TYPICAL PROPERTIES

### Good for formulators

- Stand alone system;
- Concentrate;
- Dissolution time strictly related to strip thickness;
- Based on Innospec Transparent Solid Patent;
- Concept can be adapted to Surface Cleaning;
- Compatible with high concentration of perfume and enzymes.

### Good for the environment

- Compatible with environmentally friendly packaging and water soluble films.

### Good for you

- 1,4-dioxane free\*;
- Pleasant "feel";
- Could be part of a travel kit;
- Convenient new format with attractive aesthetics.

## HOW TO USE

Clean-in-a-Strip is easy to use as you just need to place it in the washing machine drum.

EO & SLES  
free options

Free from  
Starch &  
PVOH

1,4-Dioxane  
free\*



\* 1,4-Dioxane: Below limit of detection of 1 ppm



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Kiss The Stain Away

Transparent Solid Laundry Prespotter

innospec 



# Kiss the Stain Away



## FORMULATION TYPICAL PROPERTIES

### Good for formulators

- Stand alone system;
- Concentrate;
- Transparent version is based on Innospec Transparent Solid Patent;
- Designed around optimized surfactants combinations and solvents;
- Compatible also with enzymes to treat effectively a wide range of stains.

### Good for the environment

- Compatible with environmentally friendly packaging.

### Good for you

- **1,4-dioxane free\***;
- Easy to apply;
- Convenient new format with attractive aesthetics;
- Special packaging type allows selected and effective stain treatment including most critical areas like cuffs and collars;
- Could be part of a "travel kit".

## HOW TO USE

Kiss the Stain Away is a Laundry prespotter: treat the stain with the product, leave in contact for 10 minutes, then rinse with cold tap water.



EO & SLES  
free options

Concentrate

1,4-Dioxane  
free\*

\* 1,4-Dioxane: Below limit of detection of 1 ppm



BE INSPIRED

Wash & Scent

Fragrance and Efficacy  
Laundry Booster

innospec 

## FORMULATION TYPICAL PROPERTIES

### Good for formulators

- Stand alone system;
- Concentrate;
- Dissolution time strictly related to product shape/thickness;
- Transparent version is based on Innospec Transparent Solid Patent;
- Concept can be adapted to Surface Cleaning;
- Shape customizable according to the target dissolution time;
- High efficiency surfactants & solvents-based system for extra detergency boosting effect;
- Compatible with high concentration of fragrance (typically up to 10%).

### Good for the environment

- Compatible with environmentally friendly packaging such as aluminum & paper.

### Good for you

- 1,4-dioxane free\*;
- Pleasant "feel";
- Easy to use;
- Convenient new format with attractive aesthetics (transparent or opaque);
- Goes directly into the washer to give a fresh scent boost.

## HOW TO USE

Wash & Scent is easy to use as you just need to place it in the washing machine drum.



EO & SLES  
free options

Controlled  
Delivery System  
for High Load  
of Fragrance

1,4-Dioxane  
free\*

\* 1,4-Dioxane: Below limit of detection of 1 ppm

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Drum-to-Clothes Pods

Powder Laundry Vegetable Based

innospec 

# Drum-to-Clothes Pods



## 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.

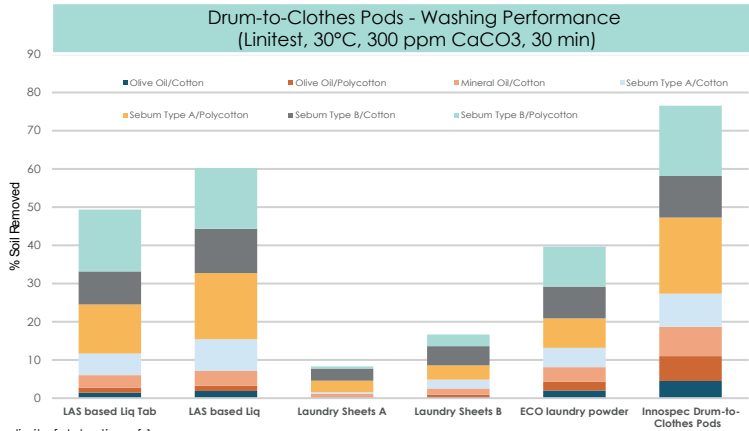


100% Natural  
Plant Based

Ideal for sustainable packaging

High concentrate

Vegetable based



\* 1,4-Dioxane: Below limit of detection of 1 ppm



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Drop-to-Clothes Pods

LAS-FREE Laundry Liquid Tabs

innospec 

# Drop-to-Clothes Pods



## FORMULATION TYPICAL PROPERTIES

### Good for formulators

- Active ingredients: ca 65%.

### Good for the environment

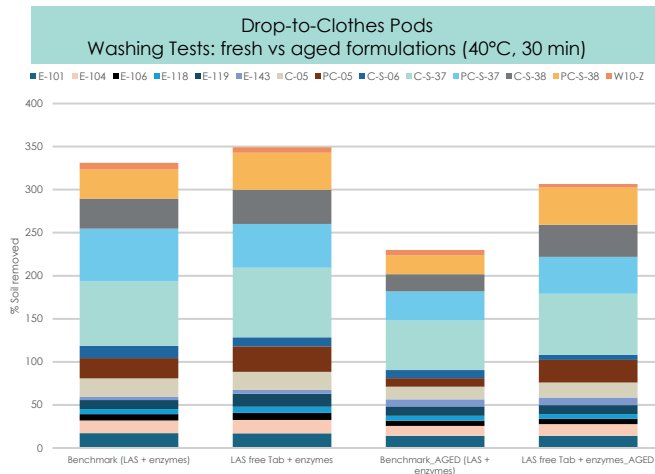
- Compatible with environmentally friendly packaging and water soluble films;
- Renewable Carbon Index (RCI): 77%.

### 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.



\* 1,4-Dioxane: Below limit of detection of 1 ppm

## 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

High renewable carbon index percentage

Low water content (< 5%)



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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

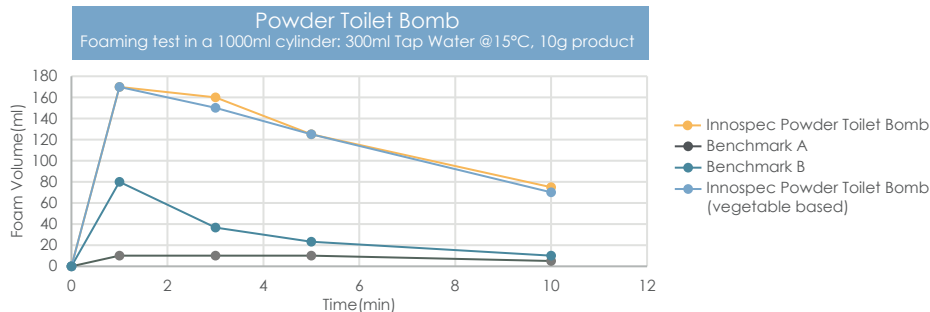
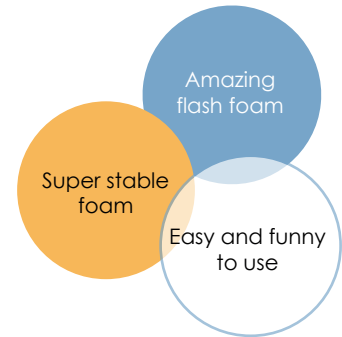
- Good for the environment since it is a low water content formulation;
- Vegetable-based version available, designed around a special blend of anionic surfactants or special combination of anionic/amphoteric surfactants;
- Compatible with eco-friendly packaging (water soluble pouches or aluminum sachet);
- 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!



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Mint Condition Car Tabs  
Car Shampoo Tablets

innospec 

# Mint Condition Car Tabs

## 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

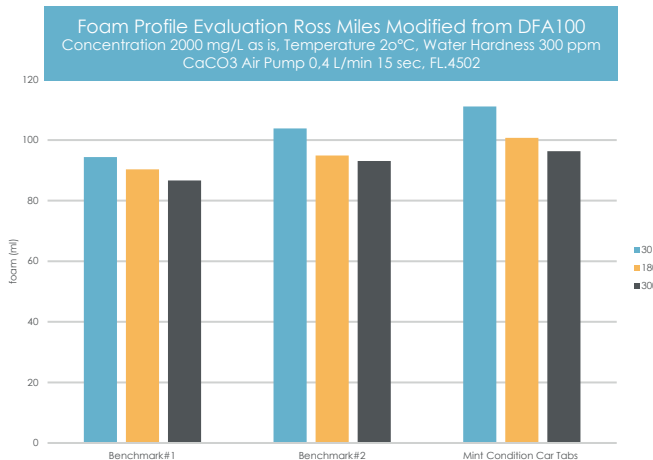
- Compatible with environmentally friendly packaging, such as paper and water soluble films;
- Good for the environment since it is a low water content formulation;
- Ecolabel compliant version available.

### 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!



AOS  
based  
versions  
available

Super  
concentrated  
tabs

Easy  
to use

\* 1,4-Dioxane: Below limit of detection of 1 ppm



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