



BE INSPIRED with innospec

What can you create with our
ingredients today?



2026 inspirational formulation guide



Home Care, I&I from Innospec offers a diverse range of surfactants, additives, and patented high-performance formulations for use in everyday cleaning products. Our naturally derived and synthetic ingredients find their way into a variety of products from laundry liquids, pods, powders and tablets to manual and automatic dish care, hard surface cleaners, toilet care solutions, and pet care products.

The following pages showcase our hero products in a number of formulations.
Use our ingredients to help make your next unique product come to life.



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Laundry Care - Baby



Baby Hug

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Baby Hug Ultra-Mild Natural Care For Baby Fabrics

Hero ingredients

BioSpec RA is a 100% naturally derived concentrated surfactant blend specifically developed to support the next generation of sustainable cleaning products. In laundry applications, it delivers good wetting and effective removal of fatty and greasy soils, even at a neutral pH.

Based on surfactants that are readily biodegradable in both aerobic and anaerobic environments, **BioSpec RA** offers a combination of mildness, cleaning performance and sustainability for baby care laundry formulations.

Formulation properties

Baby Hug is a premium concentrated liquid laundry detergent designed for gentle yet effective cleaning of baby clothes. Baby Hug delivers good overall washing efficacy even without enzymes. When combined with enzymes, the formulation is particularly effective against challenging baby related stains and soils, including baby food, ice cream, and sebum-based soils.

Good for formulators:

- Highly concentrated
- Neutral pH
- Good washing performance without enzymes
- Enhanced stain removal when combined with enzymes

Good for the environment:

- 100% vegetable based
- Low aquatic toxicity
- Preservative free

Good for you:

- Gentle for baby clothes and skin
- Effective against common baby-related soils
- Free from sulfates, EO and 1,4-dioxane



How to use

Baby Hug can be used as a premium concentrated liquid laundry detergent or diluted to the required final concentration with minor adjustments to the formulation as needed.

Baby Cloud Ultra-Mild Laundry Care For Baby Clothes And Delicate Fabrics

Hero ingredients

Concentrated vegetable-derived surfactant blends developed specifically for home care applications where ultra-mildness and vegetable-derived formulations are desired. These surfactant systems provide good detergency while maintaining a low irritancy profile.

Formulation properties

Baby Cloud is a single-dose, ultra mild solid laundry detergent designed for baby clothes and delicate fabrics. The concentrated format can be manufactured through melt & pour processes, enabling convenient dosing and creative, attractive product shapes.

Good for formulators:

- Easy to shape into complex and attractive forms
- Convenient single-dose format
- Available in transparent or opaque formats
- Multiple formulation options, including 100% vegetable-based systems

Good for the environment:

- Based on vegetable-derived surfactants and potentially vegetable-derived solvents
- Designed around readily biodegradable surfactants for aerobic and anaerobic environments
- Based on low aquatic toxicity solvents
- Compatible with environmentally friendly packaging
- Concentrated format helps enable reduced packaging and product volume
- Preservative free

Good for you:

- Free from sulfates, EO and 1,4-dioxane
- Easy and convenient to use
- Pleasant, non-slippery, non-sweaty feel during handling
- Based on mild surfactant ingredients and low-toxicity solvents



How to use

Place one or more Baby Cloud directly into the washing machine drum. Add the fabrics and start the washing cycle using the desired wash parameters.

Laundry Care



Tile Pop

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Laundry Macarons

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Tile Pop Pre-Dosed Laundry Sheet

Hero ingredients

Ultra-concentrated surfactant blends specifically developed for solid formats. These systems are designed to minimize the amount of water introduced into the formulation while maintaining effective detergency and attractive sheet aesthetics.

Available options include vegetable-based, 100% vegetable-derived, and/or sulfate, EO and 1,4-dioxane-free systems.

Formulation properties

Tile Pop is a pre-dosed, multi-portion laundry detergent sheet designed as a convenient alternative to traditional liquid and polymer-based laundry sheets. The concentrated, low-water format delivers effective washing performance without the need for polymeric structuring agents such as PVOH or starch.

Good for formulators:

- Compatible with high concentrations of perfume and enzymes
- Dissolution time can be controlled through sheet thickness
- Free from polymeric structuring agents such as PVOH and starch
- Concept can be adapted for surface cleaning applications
- Formulation chassis can be adapted for customer-specific requirements

Good for the environment:

- Concentrated, low-water format
- Available in 100% vegetable-derived options
- Based on low-toxicity solvents
- Designed around readily biodegradable surfactants under aerobic and anaerobic conditions
- Stand-alone system compatible with environmentally friendly packaging
- Preservative free

Good for you:

- Convenient pre-dosed format
- Sulfate, EO and 1,4-dioxane free options available
- Attractive sheet aesthetics
- Pleasant feel
- Easy, mess-free handling



How to use

Place one or more Tile Pop directly into the washing machine drum. Add the fabrics and start the washing cycle using the desired wash parameters.

Laundry Macarons Pre-Dosed Laundry Tabs

Hero ingredients

BioSpec XPG 90L is an ultra-concentrated granular blend of Sodium Lauryl Sulfate and Lauryl Glucoside, specifically developed to incorporate meaningful levels of Lauryl Glucoside into solid detergent formulations. Positioned as an eco-friendly alternative to ethoxylates, it boosts degreasing and overall detergency, with particular benefits for greasy and oily soils.

EMPIGEN® BS Ultra Flow is a dried CAPB in granular form that provides additional detergency and foam-boosting properties.

Formulation properties

Laundry Macarons are concentrated, vegetable-based monodose laundry tablets designed for effective cleaning at low wash temperatures and short cycles. The inclusion of Lauryl Glucoside in granular form enhances the removal of greasy and oily stains while maintaining a convenient, water-free solid format.

Good for formulators:

- Developed around vegetable-derived primary and secondary surfactants in dried form
- High surfactant active content helps reduce dosage
- Easy-to-use, free-flowing solid ingredients
- Suitable for ultra-compaction

Good for the environment:

- More than 96% vegetable-derived ingredients
- Effective at 20–30°C and on short wash cycles
- Based on aerobically and anaerobically biodegradable surfactant ingredients
- High active surfactant content enables lower dosage and smaller product size
- Concentrated, water-free format can help reduce transport and packaging footprint
- Compatible with environmentally friendly packaging
- Preservative free

Good for you:

- Free from EO and 1,4-dioxane
- Good washing performance on grease and oily stains
- Convenient pre-dosed format with no measuring required
- Optimized for low-temperature and short-cycle washing



How to use

Place one or more Laundry Macaron (approximately 14 g) directly into the washing machine drum. Add the fabrics and start the washing cycle using the desired wash parameters.

Manual Dishwash



OneDrop Wash

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OneTap Wash

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OneDrop Wash Super Concentrate Manual Dishwash

Hero ingredients

Ultra-concentrated surfactant systems specifically developed for solid formats. These systems are designed to introduce as little water as possible while maintaining effective detergency, medium to high foaming performance and attractive single-dose aesthetics.

Multiple formulation options are available, including 100% vegetable-derived systems and options free from sulfates, EO and 1,4-dioxane.

Formulation properties

OneDrop Wash is a concentrated, single-dose solid manual dishwash designed for convenient, easy-to-use cleaning. Available in transparent or opaque formats that can be manufactured using melt & pour technologies.

Good for formulators:

- Easy to shape into complex and attractive forms
- Transparent or opaque aesthetics
- Multiple formulation options available

Good for the environment:

- Concentrated single-dose format
- Minimal water content
- Based on low aquatic toxicity solvents
- Stand-alone system compatible with environmentally friendly packaging
- Vegetable-derived options available
- Readily biodegradable surfactants under aerobic and anaerobic conditions options available

Good for you:

- Sulfate, EO and 1,4-dioxane-free options available
- Easy to use single-dose format
- Medium to high stable foaming
- High degreasing performance
- Mild on skin
- Controlled dissolution



How to use

Hand-rinse repeatedly the mono-dose inside the desired container (ex: the washing basin) filled with water at the desired temperature (recommended 40-45°C) until complete dissolution. The resulting solution can then be used as washing liquor for manual dishwashing.

OneTap Wash Super Concentrate Manual Dishwash

Hero ingredients

NANSA® LSS 70 is a high-active AOS based paste, ideal for super-concentrated formulations with excellent foaming performance that needs to be handled at a cold temperature. As a primary surfactant, **NANSA® LSS 70** offers strong foam volume, stability and aesthetics, even in hard water.

EMPIGEN® OB (Lauramine Oxide) works synergistically with AOS to enhance foaming properties and detergency.

EMPILAN® KR 8 (C9-11 Pareth-8) boosts wetting and degreasing performance while further supporting foam stability.

Formulation properties

OneTap Wash is a super-concentrated manual dishwash paste designed for ready-to-use application through viscous liquid dosing devices. It can also be used as a highly concentrated dishwash base for dilution at home.

Good for formulators:

- High-active concentrate with approximately 60% total surfactants
- Easy to handle, even at colder temperatures
- Neutral pH

Good for the environment:

- High concentration helps reduce water content in the delivered product
- Enables a super-concentrated format for efficient dosing and dilution
- Preservative free

Good for you:

- Free from sulfates and 1,4-dioxane
- Ready-to-use convenience
- Easy to dose
- Powerful foam with strong volume, stability and visual appeal
- Effective grease removal and wetting



How to use

OneTap Wash can be used directly as a ready-to-use super-concentrated manual dishwash paste with compatible viscous liquid dosing equipment. Alternatively, it can be supplied as a concentrate for dilution at home, providing a flexible format for concentrated dishwashing applications.

Toilet Care



Flush Cube

Flush Cube In-Cistern Toilet-Care Block For Limescale Prevention

Hero ingredients

NANSA® HS 80/LSP is a high-active dried Sodium Linear Alkylbenzene Sulfonate (NaLAS) in powder form, providing high foaming, high detergency and excellent limescale prevention. It is also fully phosphorus-free.

EMPILAN® CME is Cocamide MEA in granular form, enabling direct incorporation into solid detergent systems without pre-heating. In toilet blocks, it functions as a plasticizer, foam booster and solubility controller.

EMPILAN® APL 50 provides additional wetting and foam-boosting properties.

BioSpec PB40 is a high-specification probiotic powder blend designed for demanding applications including grease degradation, odour control and effluent treatment. In this toilet-care concept, it supports continuous hygiene and odour management with every flush.

Formulation properties

Flush Cube is a next-generation in-cistern toilet block designed around a continuous toilet maintenance system that cleans, protects and refreshes with every flush. The concept combines immediate consumer benefits, such as foam and fragrance, with long-term functional benefits including limescale prevention, odour control and probiotic action.

Good for formulators:

- High-active solid detergent format
- Designed for in-cistern application
- Developed around free-flowing and easy to use surfactant ingredients and probiotics in concentrated powder form - specifically designed for in-cistern applications

Good for the environment:

- Phosphorus-free formulation platform
- Solid format
- Probiotic-based technology
- Designed for controlled release with each flush

Good for you:

- Cleans with every flush
- Protects against limescale build-up
- Prevents odour formation
- Maintains long-lasting toilet hygiene through probiotic action
- Continuous maintenance without daily application



How to use

Drop one Flush Cube into the toilet cistern. It will dissolve gradually, releasing actives with every flush for continuous hygiene, fresh fragrance and limescale prevention.

Hard Surface Care



Power Powder

Power Powder Free Flowing Powder For Hard Surface Cleaning

Hero ingredients

BioSpec SXPG 90D Developmental is a blend of Sodium Xylene Sulfonate and Decyl Glucoside specifically developed to incorporate meaningful levels of Decyl Glucoside into solid surface cleaning formulations. It enhances wetting and degreasing performance while avoiding gel-phase formation and helping shorten dissolution time in water.

Pureact CTP is an ultra-concentrated, low-salt Sodium Methyl Cocoyl Taurate in powder form. It provides excellent wetting, particularly on polar surfaces such as glass, ceramic and metal, supporting effective surface cleaning and rinsing.

Formulation properties

Power Powder is a free-flowing, vegetable-based multi-purpose alkaline surface cleaner available as a ready-to-use powder or as a concentrate for dilution. Its synergistic surfactant system provides enhanced wetting and degreasing, while the water-free format offers a convenient alternative to conventional liquid surface cleaners.

Good for formulators:

- Based on easy to use, free-flowing powder
- Synergistic Sodium Methyl Cocoyl Taurate + Decyl Glucoside surfactant system

Good for the environment:

- Greater than 86% vegetable-derived surfactant ingredients
- Based on aerobically and anaerobically biodegradable surfactants
- Low aquatic toxicity
- Water-free format can help reduce transport and packaging footprint
- Compatible with environmentally friendly packaging

Good for you:

- Free from sulfates, EO and 1,4-dioxane
- Easy to use
- Produces a creamy, small-bubble foam
- Easy rinsing with a streak-free finish
- Low salt content helps reduce corrosion risk on metal surfaces



How to use

Option 1: Ready-to-use powder

Wet a sponge and add the desired amount of Power Powder. Activate the powder with water. It quickly dissolves to create a rich, effective foam for easy cleaning.

Option 2: Diluted surface cleaner

Add approximately 10–15 g of Power Powder to a trigger spray bottle filled approximately three-quarters with tap water. Allow the powder to dissolve completely, then use the solution for surface cleaning.

Floor Care



Paw Floor

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Paw Floor Floor Care For Pet Owners

Hero ingredients

BioSpec RA is a 100% naturally derived concentrated surfactant blend specifically developed to support the next generation of sustainable cleaning products. In surface cleaning applications, it provides good wetting, degreasing and detergency even at neutral pH, while creating an ideal environment for probiotic spores to germinate and work.

BioSpec ON Conc combines probiotic technology with an encapsulation system designed to bind and trap odours immediately while continuing to work over time. The technology is effective against a broad range of odours and supports long-lasting odour control by helping break down odour-causing substances at their source.

Formulation properties

Paw Floor is a next-generation floor care solution designed specifically for pet owners. Plant-based surfactants remove stains immediately, while probiotic technology continues working after cleaning to target odours at their source, providing long-lasting freshness without simply masking unpleasant smells.

Good for formulators:

- Good wetting, degreasing and detergency at neutral pH
- Compatible with high fragrance loads

Good for the environment:

- 100% naturally derived surfactant technology
- Readily biodegradable surfactants under aerobic and anaerobic conditions
- Probiotic-based odour control

Good for you (and your pet):

- Free from sulfates, EO and 1,4-dioxane free
- No bleach or ammonia
- Removes pet stains
- Neutralizes pet odours
- Provides long-lasting odour control
- Gentle on hard surfaces



How to use

Dose 50g of Paw Floor in a bucket filled with 5L of water and start mopping for an everyday pet clean-up that is faster and more convenient than traditional pet floor cleaners.

Cleaning is only the beginning: once applied, the probiotic cultures remain active on the surface, continuously breaking down the residues that cause pet odours, so floors stay visibly clean and genuinely fresh between cleans. Odours are eliminated at their source rather than masked.



Our Partnership With International Justice Mission

Protecting People Across the Palm Supply Chain

Innospec is committed to responsible procurement and to raising standards of sustainability and ethics across our global supply chain. As part of this commitment, we launched a partnership in 2024 with the International Justice Mission (IJM), a leading organisation working to end modern slavery and protect vulnerable workers.

Tackling the Root Causes of Modern Slavery

The Indonesian palm industry remains one of the world's highest risk sectors for labour exploitation. Through our collaboration with IJM, we aim to:

- Address systemic drivers of forced labour
- Strengthen legal and social protections for palm oil workers
- Equip governments, communities, and industry partners to identify and prevent exploitation
- Support survivors on their path to safety and justice

This partnership reflects our belief that responsible sourcing must be grounded in human rights, transparency, and long term community empowerment. Together, we are contributing to long lasting protections and helping ensure that the people behind palm derived ingredients are treated with dignity.

Meaningful Impact in 2025

The collaboration has already delivered significant and measurable results. By 2025, the initiative achieved:

- 829 survivors supported, receiving trauma informed care and long term assistance
- 739 individuals freed from exploitative working conditions
- 11 perpetrators convicted, reinforcing accountability within the justice system

These outcomes demonstrate what is possible when industry partners, non profits, and local authorities work together to create a safer, more ethical palm oil supply chain.

Learn more about our partnership:

<https://innospecsustainability.com/social/key-social-partnerships/fighting-modern-slavery-in-the-palm-oil-industry/>



Innospec has a proven track record in Home Care, I&I. Our ingredients are used in many of the most popular-selling brands on sale in the world today. Let us help make your next innovative product come to life.

We hold an EcoVadis rating of 78/100 for our sustainability management system and performance, which puts Innospec in the top 6% of all companies rated in our sector globally.

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V1: 09 2026