



Cold Power (Front & Top Loader) Ingredients

Products launched from October 2016

- Australia-

Product ingredients for Cold Power liquids:

Cold Power Regular (Front & Top Loader)

Ingredients (INCI Name)	Purpose
Water	Consistency
Sodium Laureth Ethoxylated Sulfate	Cleaning agent
Sodium Dodecyl Benzene Sulfonate	Cleaning agent
C12-15 Alcohol EO	Cleaning agent
Sodium Cocoate	Cleaning and foam regulating agent
Acrylates Copolymer	Viscosity regulator
Sodium Chloride	Viscosity regulator
Phosphonic Acid (DTPMP.Na)	Sequestrant
Sodium Borate	Enzyme stabiliser
Enzymes	Cleaning aids
Disodium Distyrylbiphenyl Disulfonate	Whitening agent
Glycerin	Solvent
Silicone Antifoam Compound	Foam regulating agent
Styrene Acrylate Copolymer	Opacifier
Sodium Citrate	pH modifier
Fragrance	Pleasant scent
Isothiazolinones	Preservative
Dyes	Colour

Cold Power Lemon (Front & Top Loader)

Ingredients (INCI Name)	Purpose
Water	Consistency
Sodium Laureth Ethoxylated Sulfate	Cleaning agent
Sodium Dodecyl Benzene Sulfonate	Cleaning agent
C12-15 Alcohol EO	Cleaning agent
Sodium Cocoate	Cleaning and foam regulating agent
Acrylates Copolymer	Viscosity regulator
Sodium Chloride	Viscosity regulator
Phosphonic Acid (DTPMP.Na)	Sequestrant
Sodium Borate	Enzyme stabiliser
Enzymes	Cleaning aids
Disodium Distyrylbiphenyl Disulfonate	Whitening agent
Glycerin	Solvent
Silicone Antifoam Compound	Foam regulating agent
Styrene Acrylate Copolymer	Opacifier
Sodium Citrate	pH modifier
Fragrance	Pleasant scent
Isothiazolinones	Preservative
Dyes	Colour

Cold Power Frangipani and Eucalyptus (Front & Top Loader)

Ingredients (INCI Name)	Purpose
Water	Consistency
Sodium Laureth Ethoxylated Sulfate	Cleaning agent
Sodium Dodecyl Benzene Sulfonate	Cleaning agent
C12-15 Alcohol EO	Cleaning agent
Sodium Cocoate	Cleaning and foam regulating agent
Acrylates Copolymer	Viscosity regulator
Sodium Chloride	Viscosity regulator
Phosphonic Acid (DTPMP.Na)	Sequestrant
Sodium Borate	Enzyme stabiliser
Enzymes	Cleaning aids
Disodium Distyrylbiphenyl Disulfonate	Whitening agent
Glycerin	Solvent
Silicone Antifoam Compound	Foam regulating agent
Styrene Acrylate Copolymer	Opacifier
Sodium Citrate	pH modifier
Fragrance	Pleasant scent
Isothiazolinones	Preservative
Dyes	Colour

Cold Power Sensitive (Front & Top Loader)

Ingredients (INCI Name)	Purpose
Water	Consistency
Sodium Laureth Ethoxylated Sulfate	Cleaning agent
Sodium Dodecyl Benzene Sulfonate	Cleaning agent
C12-15 Alcohol EO	Cleaning agent
Sodium Cocoate	Cleaning and foam regulating agent
Acrylates Copolymer	Viscosity regulator
Sodium Chloride	Viscosity regulator
Phosphonic Acid (DTPMP.Na)	Sequestrant
Sodium Borate	Enzyme stabiliser
Enzymes	Cleaning aids
Disodium Distyrylbiphenyl Disulfonate	Whitening agent
Glycerin	Solvent
Silicone Antifoam Compound	Foam regulating agent
Styrene Acrylate Copolymer	Opacifier
Sodium Citrate	pH modifier
Fragrance	Pleasant scent
Isothiazolinones	Preservative

Product ingredients for Cold Power powders:

Cold Power Regular (Front & Top Loader)

Ingredients (INCI Name)	Purpose
Sodium Carbonate	Cleaning Agent
Sodium Sulfate	Processing Agent
Sodium Dodecyl Benzene Sulfonate	Cleaning Agent
Sodium Aluminosilicate	Water Softener
Sodium Silicate	Cleaning Agent
C12-15 Alcohol EO	Cleaning Agent
Sodium anionic terpolymer	Cleaning & Whitening Agent
Enzymes	Cleaning Agent for enzymatic stain
Antifoam Compound	Foam Control
CI fluorescent brightener	Whitening Agent
Fragrance	Pleasant Scent

Cold Power 2 in 1 with a touch of fabric Softener (Front & Top Loader)

Ingredients (INCI Name)	Purpose
Sodium Carbonate	Cleaning Agent
Sodium Sulfate	Processing Agent
Sodium Dodecyl Benzene Sulfonate	Cleaning Agent
Sodium Aluminosilicate	Water Softener
Sodium Silicate	Cleaning Agent
Bentonite Clay	Natural Softening Agent
C12-15 Alcohol EO	Cleaning Agent
Sodium anionic terpolymer	Cleaning & Whitening Agent
Enzymes	Cleaning Agent for enzymatic stain
Antifoam Compound	Foam Control
CI fluorescent brightener	Whitening Agent
Fragrance	Pleasant Scent

Cold Power Sensitive (Front & Top Loader)

Ingredients (INCI Name)	Purpose
Sodium Carbonate	Cleaning Agent
Sodium Sulfate	Processing Agent
Sodium Dodecyl Benzene Sulfonate	Cleaning Agent
Sodium Aluminosilicate	Water Softener
Sodium Silicate	Cleaning Agent
C12-15 Alcohol EO	Cleaning Agent
Sodium anionic terpolymer	Cleaning & Whitening Agent
Enzymes	Cleaning Agent for enzymatic stain
Antifoam Compound	Foam Control
CI fluorescent brightener	Whitening Agent
Fragrance	Pleasant Scent

Product ingredients for Cold Power capsules:

Cold Power Regular (Front & Top Loader)

15 – 30 %	Anionic surfactants, non-ionic surfactants
5 – 15 %	Soap
< 5 %	Phosphonates
Further ingredients	Optical brighteners, enzymes, perfumes, limonene, hexyl cinnamal, butylphenyl methylpropional benzyl salicylat

Cold Power Sensitive (Front & Top Loader)

15 – 30 %	Anionic surfactants, non-ionic surfactants
5 – 15 %	Soap
< 5 %	Phosphonates, polycarboxylates
Further ingredients	Enzymes, perfumes, optical brighteners