



# Ingredient List (NEW ZEALAND)

Products on the market from June 2018

## Cold Power Liquids Product Ingredients

### Cold Power Liquid Regular with Complete Action (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 Liquid Frangipani and Eucalyptus Fresh with Complete Action (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 Liquid Sensitive Pure Clean  
(Front & Top Loader)**

<b>Ingredients (INCI Name)</b>	<b>Purpose</b>
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
Glycerin	Solvent
Silicone Antifoam Compound	Foam regulating agent
Styrene Acrylate Copolymer	Opacifier
Sodium Citrate	pH modifier
Isothiazolinones	Preservative



## Cold Power Powders Product Ingredients

### Cold Power Powder Regular with Complete Action (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
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 Powder Aloe Vera (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
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 Powder 2 in 1 with a touch of fabric Softener  
(Front & Top Loader)**

<b>Ingredients (INCI Name)</b>	<b>Purpose</b>
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
Sodium anionic terpolymer	Cleaning & Whitening Agent
Enzymes	Cleaning Agent for enzymatic stain
Antifoam Compound	Foam Control
Cl fluorescent brightener	Whitening Agent
Fragrance	Pleasant Scent

**Cold Power Powder Sensitive Pure Clean  
(Front & Top Loader)**

<b>Ingredients (INCI Name)</b>	<b>Purpose</b>
Sodium Carbonate	Cleaning Agent
Sodium Sulfate	Processing Agent
Sodium Dodecyl Benzene Sulfonate	Cleaning Agent
Sodium Aluminosilicate	Water Softener
Sodium Silicate	Cleaning Agent
Sodium anionic terpolymer	Cleaning & Whitening Agent
Enzymes	Cleaning Agent for enzymatic stain
Antifoam Compound	Foam Control

Products launched from January 2017

**Cold Power Liquid Sensitive  
(Front & Top Loader)**

<b>Ingredients (INCI Name)</b>	<b>Purpose</b>
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

**Cold Power Powder Sensitive  
(Front & Top Loader)**

<b>Ingredients (INCI Name)</b>	<b>Purpose</b>
Sodium Carbonate	Cleaning Agent
Sodium Sulfate	Processing Agent
Sodium Dodecyl Benzene Sulfonate	Cleaning Agent
Sodium Aluminosilicate	Water Softener
Sodium Silicate	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