

Title (en)
White powder

Title (de)
Weißes Pulver

Title (fr)
Poudre blanche

Publication
EP 2031046 A2 20090304 (EN)

Application
EP 07119472 A 20071029

Priority
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Abstract (en)
The present invention provides a product and method of whitening the appearance of a detergent powder formulation, especially when incorporating more yellow linear alkyl benzene sulphonates. The formulation comprises (a) from 4 to 50 wt.% of a linear alkyl benzene sulphonate, wherein the optical absorption of a 3.5 g/l solution of the linear alkyl benzene sulphonate at 400 nm in water in a 5 cm cell is between 0.005 to 0.2; (b) from 0 to 0.5 wt.% of fluorescer (c) from 0.00001 to 0.0007 wt.% of a colourant that is a blue pigment or a blue dye.

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