Title (en)

LAUNDRY CARE COMPOSITION COMPRISING A WHITENING AGENT FOR CELLULOSIC SUBSTRATES

Title (de)

WÄSCHEPFLEGEMITTEL MIT WEISSTÖNER FÜR CELLULOSEHALTIGE SUBSTRATE

Title (fr)

COMPOSITION DE LESSIVE MUNIS D'UN AGENT DE BLANCHIMENT POUR SUBSTRATS CELLULOSIQUES

Publication

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Application

EP 07700644 A 20070119

Priority

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Abstract (en)

[origin: WO2008087497A1] This invention relates to laundry care compositions including but not limited to liquid and/or powder laundry detergent formulations and rinse added fabric softening (RAFS) compositions that comprise whitening agents for cellulosic substrates. The whitening agents are comprised of at least two components: at least one chromophore component and at least one polymeric component. Suitable chromophore components generally fluoresce blue, red, violet, or purple color when exposed to ultraviolet light, or they may absorb light to reflect these same shades. The whitening agents are further characterized by having a dispersion component value of the Hansen Solubility Parameter of less than or equal to about 17 MPaO.5.

IPC 8 full level

C11D 3/42 (2006.01); **C11D 3/40** (2006.01)

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