

Title (en)

IMPROVED VISUAL CUES FOR PERFUMED LAUNDRY DETERGENTS

Title (de)

VERBESSERTE OPTISCHE HINWEISE AUF PARFÜMIERTE WASCHMITTEL

Title (fr)

SIGNES VISUELS AMÉLIORÉS DESTINÉS À DES DÉTERGENTS POUR LESSIVE PARFUMÉS

Publication

EP 2195409 A1 20100616 (EN)

Application

EP 08804758 A 20080925

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- EP 08804758 A 20080925

Abstract (en)

[origin: WO2009047125A1] A granular laundry detergent composition comprising at least 5 wt% surfactant, optional builder, optional further cleaning ingredients, a perfume and 0.01 to 10 wt% of visual cues wherein the visual cue is flower shaped with petals and is coloured to have a naturally occurring petal colour and wherein the perfume is floral in essence.

IPC 8 full level

C11D 17/06 (2006.01); **C11D 3/40** (2006.01); **C11D 3/50** (2006.01); **C11D 17/00** (2006.01)

CPC (source: EP)

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Citation (search report)

See references of WO 2009047125A1

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Designated extension state (EPC)

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