

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 B1 20111102 (EN)**

Application  
**EP 08804758 A 20080925**

Priority

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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  
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