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(54) **White powder**

(57) 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.

EP 2 031 046 A3



EUROPEAN SEARCH REPORT

Application Number
EP 07 11 9472

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The present search report has been drawn up for all claims			
Place of search The Hague		Date of completion of the search 21 July 2009	Examiner Bertran Nadal, Josep
CATEGORY OF CITED DOCUMENTS X : particularly relevant if taken alone Y : particularly relevant if combined with another document of the same category A : technological background O : non-written disclosure P : intermediate document		T : theory or principle underlying the invention E : earlier patent document, but published on, or after the filing date D : document cited in the application L : document cited for other reasons & : member of the same patent family, corresponding document	

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**ANNEX TO THE EUROPEAN SEARCH REPORT
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EP 07 11 9472

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