

## LET'S DEVELOP INNOVATIVE LAUNDRY PRODUCTS!



In the post-Covid-19 world, laundry products have become essential. In fact, this is a growing market, with expected volume and value increases in the coming years.

*What do consumers expect from laundry products? What drives their purchasing decisions?*

High **efficacy** for superior consumer **safety**

**Innovation: formats & ingredients.** Ingredients and concepts from other markets, such as food or personal care are jumping to laundry.

**Eco-friendly & sustainable** solutions. Ingredient transparency is gaining importance. Packaging composition (plastic) is of high concern.

**Fragrance** is key at the point-of-sale, a highly important purchasing decision factor.

***Let's work together to create laundry solutions that meet consumers needs!***

## SENSIRINSE & SENSISPECKLES by SENSIENT


### Colour laundry detergents and fabric softeners

**SENSIENT® Industrial Colors** creates solutions across a range of pH levels and chemistries for all cleaning and household product needs.

#### SensiRinse™ for Laundry Liquids & Fabric Conditioners

Bright, vibrant and customizable colour ranges that are consistent and long lasting, designed for the development of unique detergents and fabric softeners. An innovative technology that respects fabrics; it is non-staining and easy to rinse and it does not discolour whites over time.

Discover the different grades available:

SensiRinse™	<ul style="list-style-type: none"> <li>• A new technological development that uses existing dyes with high color strength to make them water <b>rinsable</b>, <b>bleachable</b> and <b>non-staining</b> on fabric. <b>Liquid</b> and <b>granule</b> versions available</li> <li>• A variety of colours available for easy blending to match brand's colors</li> <li>• Superior color consistency for long shelf-life</li> <li>• <b>Water-based</b> formulation for ease of use</li> <li>• Environmentally safe and pH neutral</li> <li>• Unique formula fully compatible with standard acid dyes</li> </ul>
SensiRinse Plus™	<ul style="list-style-type: none"> <li>• Primary benefit: <b>non-skin staining</b></li> <li>• Non-staining and water-rinsable from common fabrics, skin, hard surfaces and other substrates</li> <li>• Superior performance compared to acid dyes and comparable or superior performance compared to polymeric dyes</li> <li>• <b>Water-based</b> formulated liquids, for easy blending to match your brand's colors. Full color spectrum available</li> <li>• Free from heavy metals</li> </ul>
SensiRinse FS™	<ul style="list-style-type: none"> <li>• Specifically designed for enhanced compatibility with <b>fabric softener</b>, but suitable for any HI&amp;I application</li> <li>• Enhanced compatibility with <b>cationic</b> formulations</li> <li>• Bleachable, no lumps when used in fabric softeners</li> <li>• Substantially lesser staining when used with cationic surfactants</li> <li>• Liquid version available</li> </ul> <div data-bbox="927 1536 1509 1856">  <div data-bbox="979 1787 1190 1839">Cationic fabric softener without SensiRinse FS</div> <div data-bbox="1265 1783 1476 1834">Cationic fabric softener with SensiRinse FS</div> </div>

#### SensiSpeckles™ for Laundry Powder & Bars

Ready-to-mix color particulates add bursts of color that give user a perception of superior product value and efficacy.

SensiSpeckles™	<ul style="list-style-type: none"> <li>• Specifically designed for <b>powdered detergent</b>, they find potential applications also in tablets and carriers for fragrances</li> <li>• <b>Salt based</b> color granules</li> <li>• Without bentonite</li> <li>• Fully soluble in water</li> </ul>
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## AROMAGUARD by CPL AROMAS

### Malodour counteractant technology

**AromaGuard** from **CPL Aromas** is an impressive malodour counteractant technology. By matching a specific malodour, it can reduce human perception of that odour and replace it with a desired fragrance.

Unlike fragrances that simply overpower and mask an odour, **AromaGuard** works with the odour to counter it, changing the brain's perception of what the nose is smelling. **CPL Aromas** use the latest equipment and techniques to analyse the molecular makeup of malodours and how fragrances act upon them. By understanding how the two interact, they're able to optimise the fragrance formulation to achieve the best possible performance. The results are impressive: **AromaGuard technology creates a 70% reduction in malodour perception.**

This innovative, completely bespoke technology can be used across unlimited **applications**, from personal care and household products to industrial and institutional settings. Air fresheners, pet care and **laundry** are key household products where **AromaGuard** adds huge value.

Let's work together to discover which **AromaGuard** is the solution to your malodour problem!



## AROMACORE & AROMACORE PLUS by CPL AROMAS

### Fragrance release technology

**AromaCore** encapsulation technology from **CPL Aromas** has revolutionised the laundry sector thanks to its ability to deliver **long lasting (weeks!) fragrance performance.**

**AromaCore** technology is simple: fragrance is locked within a capsule wall, which is impervious to water and heat, but which will break when dry and put under pressure. Millions of capsules are deposited in any single application, thus impressive fragrance performance is possible over a sustained period. **AromaCore Plus** is the 2.0 version of AromaCore: the encapsulated fragrance is combined with a liquid one; the liquid fragrance delivers the immediate 'out of the bottle' wet range of aroma notes while the encapsulated whole-fragrance – including the top notes – remains locked into the capsules on the fabric for release later.

The benefits of **AromaCore** and **AromaCore Plus** are just amazing: releases long-lasting, full and fresh 'just laundered' fragrance for over 90 days on laundry, remain stable and will perform in a fabric softener for at least two years if stored at 20°C, effective fragrance performance after tumble drying and ironing.



## MASSOCARE SEMES by C. Q. MASSO

### Odour neutralizer

**MASSOCARE SEMES** (4-ethyl-4-soya morpholinium ethosulfate ) is a **cationic surfactant** that neutralizes malodours. Thanks to its chemical structure, it is able to complex or neutralize specific organic molecules, reducing their concentration.

**MASSOCARE SEMES** is ideal for many applications in different areas such as Personal Care, Household Care and Industrial fields.

#### **Features & Benefits**

Effective at low levels: from **1.0 to 1.5%**

High performance in front of a **broad range of odours**

**Liquid** and totally **soluble in water**: **easy to formulate**

Can be used **with or without fragrance**: doesn't interact with the main functional groups of fragrance ingredients

#### **Typical Properties**

Appearance: amber liquid

Appearance at use levels: water white

Active: 35%

pH at 25°C (1% solution): 7-8

Viscosity at 25°C: approx. 1000 cps

Odour: fruity

Flash point: + 300°F

Specific gravity at 25°C: approx. 1

#### **Household Care Applications**

##### **Laundry products**

Deodorizers for homes, hotels & cars

Treatment of garbage containers

Kitchen surface cleaners





## MEGAWHITE Optical Brighteners

White brilliant fabrics with Meghmani

**MEGHMANI** offer optical brighteners for laundry applications under the tradename **MEGAWHITE**.

We are highlighting two ingredients of that range:

### MEGAWHITE DT (Fluorescent Brightner 351)

The ideal optical brightening agent for cotton, linen, silk, wool and polyamide fibres among others.

It exhibits a perfect durability against chlorine/oxygen bleaching and a strong whitening strength. In fact, it is classed as a **bleaching resistant** optical brightener

When using it, fabrics do not turn yellow or change colour after being washed again and again.

Good **solubility** in water under low temperature and excellent **compatibility with cationic surfactants**.

It can be used both in **powder and (specially) in liquid laundry detergents**. Recommended dosage: 0,02% - 0,05%.

### MEGAWHITE DMX (Fluorescent Brightner 71)

An optical brightener that can be used all detergent types (**powder, paste and light and heavy duty liquids**). .

**Soluble** in hard water. **Incompatible with cationic surfactants**. **Stable** to alkali, perborate, peroxide and TAED.

Moreover, It improves the **appearance of powder detergents**.

Recommended dosage: 0,1% - 0,5%.

Both ingredients hold a "declaration B" by the manufacturer, allowing the eventual EU ECOLABEL certification of the final products under two categories: Laundry detergents | Laundry Industrial & Institutional laundry detergents.