

Cheer® laundry detergent is a trusted brand that provides outstanding whiteness and brightening. Launched in March of 1950 as P&G's new "blue magic washday wonder", Cheer was originally introduced as a white granular detergent. Since those early days, Cheer has changed and improved several times, also expanding into liquid detergents and incorporating technology to allow it to become known as THE detergent for color protection. Today, Cheer brightCLEAN formula gets clothes sparkling bright, fighting "the dingies" in just one wash.

Cheer® brightCLEAN™ Liquid HE Fresh Clean Scent

<u>Ingredient Name</u>	<u>Function</u>
water	process aid
alcohol ethoxylate sulfate	surfactant
linear alkylbenzene sulfonate, sodium / MEA salts	surfactant
propylene glycol	process aid
ethanol	process aid
diethylene glycol	process aid
sodium formate	process aid
alcohol sulfate	surfactant
borax	captures soil
DTPA	captures soil
perfume	
sodium fatty acids	surfactant
Polyethyleneimine ethoxylate	polymer
protease, amylase, cellulase	enzymes
calcium formate	process aid
disodium diaminostilbene disulfonate	brightener
dimethicone	process aid
Liquitint™ Blue	colorant



For more information, visit www.Cheer.com.

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Cheer® brightCLEAN™ Powdered Detergent

Fresh Clean Scent

<u>Ingredient Name</u>	<u>Function</u>
Sodium Carbonate	removes water hardness
Sodium Aluminosilicate	removes water hardness
Alkyl Sulfate	surfactant
Sodium Sulfate	processing aid
Linear Alkylbenzene Sulfonate	surfactant
Water	processing aid
Silicate	processing aid
Sodium Percarbonate	Oxygen bleach
Ethoxylate	surfactant
Polyethylene Glycol 4000	stabilizer
Sodium Polyacrylate	dispersant
Fragrance	fragrance Click Here for Information
Protease	enzyme (stain remover)
Silicone	suds suppressor



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Cheer® brightCLEAN™ High Efficiency Powdered Detergent Regular Scent

<u>Ingredient Name</u>	<u>Function</u>
Sodium Carbonate	removes water hardness
Sodium Aluminosilicate	removes water hardness
Alkyl Sulfate	surfactant
Sodium Sulfate	processing aid
Linear Alkylbenzene Sulfonate	surfactant
Water	processing aid
Silicate	processing aid
Sodium Percarbonate	Oxygen bleach
Ethoxylate	surfactant
Polyethylene Glycol 4000	stabilizer
Sodium Polyacrylate	dispersant
Fragrance	fragrance Click Here for Information
Protease	enzyme (stain remover)
Silicone	suds suppressor



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Cheer® brightCLEAN™ for Darks

Regular Scent

Ingredients

Cleaning technology

water	process aid
alcoholethoxy sulfate	surfactant
linear alkylbenzene sulfonate	surfactant
ethanolamine salt of citric acid polyethyleneimine Ethoxylate	polymer
propylene glycol	process aid
ethanol	process aid
alcohol sulfate	surfactant
alcohol ethoxylates borax	surfactant captures soil
alkane sulfonate	surfactant
sodium formate	process aid
ethanolamine salt of alkylbenzene sulfonate citric acid sodium salt fragrance	surfactant captures soil fragrance, Click here to learn more
DTPA	captures soil/brightener
alkyldimethylamine oxide	surfactant
calcium formate	process aid
fluorescent brightener	brightener
subtilisin	enzyme
amylase	enzyme
cellulase	enzyme
Liquitint™ Blue	colorant
Poly(dimethylsiloxane)	polymer

