

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® Free

<u>INGREDIENT NAME</u>	<u>FUNCTION</u>
water	process aid
alcohol ethoxylate sulfate	surfactant
alcohol ethoxylate	surfactant
diethylene glycol	process aid
ethanol	process aid
diethylene glycol	process aid
sodium formate	process aid
MEA and sodium salt of citric acid	process aid
MEA and sodium salt of fatty acids	surfactant
alkyl benzenesulfonate sodium salt	surfactant
propylene glycol	process aid
ethanol	process aid
polyethyleneimine ethoxylate propoxypropoxylate	polymer
alcohol sulfate	surfactant
borax	enzyme stabilizer
pentasodium pentetate	captures soil
flourescent brightener	brightener
calcium diformate	process aid
protease, amylase, cellulase	enzymes
dimethicone	process aid

For more information, visit www.Cheer.com.

