

**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® stay colorful™ formula gets clothes sparkling bright, fighting "the dingies" in just one wash.

## Cheer® stay colorful™ High Efficiency Liquid Detergent

Free & Gentle HE

<b><u>Ingredient name</u></b>	<b><u>Function</u></b>
water	process aid
Sodium alcoholethoxy sulfate	surfactant
diethylene glycol	process aid
MEA citrate	captures soil
alcohol ethoxylate	surfactant
propylene glycol	process aid
linear alkylbenzene sulfonate, MEA salt	surfactant
ethanol	process aid
polyethyleneimine ethoxylate	polymer
sodium formate	process aid
borax	captures soil
sodium fatty acids	surfactant
sodium cumenesulfonate	process aid
citric acid	pH neutralizer
DTPA	captures soil
disodium diaminostilbene disulfonate	brightener
Protease	enzyme
sodium chloride	process aid
calcium diformate	process aid
sodium hydroxide	pH neutralizer
Dimethicone / polydimethyl silicone	process aid
fatty acid glycerides	surfactant
benzisothiazolinone	process aid

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