

Downy

Launched as a liquid fabric softener in 1960, the Downy line of laundry products has grown and expanded to become one of P&G's largest and most successful consumer brands. Downy offers fabric softener solutions in both liquids and dryer sheets to give your fabrics wonderful softness, freshness, and static control.

Downy is also available in Free & Sensitive for those who want the benefits of fabric softener, but without any dyes and perfumes.

Ultra Downy® Liquid April Fresh

Ingredient

Water
diethyl ester dimethyl ammonium chloride
Fragrance

Starch
Ammonium chloride
Calcium chloride
Formic acid
Polydimethylsiloxane
Liquitint™ Blue
Benzisothiazolinone
diethylenetriamine pentaacetate, sodium salt

Purpose

process aid
Softening agent
Fragrance
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Structuring agent
Chlorine scavenger
process aid
pH modifier
Anti-foam agent
colorant
preservative
chelate metals in product