

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® Liquid brightCLEAN™ for Darks Regular Scent

Ingredients

water
 alcoholethoxy sulfate
 linear alkylbenzene sulfonate
 ethanolamine salt of citric acid
 polyethyleneimine ethoxylate
 propylene glycol
 ethanol
 alcohol sulfate
 Alcohol ethoxylate
 Borax
 Alkane sulfonate
 Sodium formate
 ethanolamine salt of alkylbenzene sulfonate
 Citric acid sodium salt
 fragrance

DTPA
 alkyldimethylamine oxide
 calcium formate
 disodium diaminostilbene disulfonate
 Subtilisin
 Amylase
 cellulase
 Liquitint™ Blue
 polydimethylsiloxane

Cleaning Technology

process aid
 surfactant
 surfactant
 processing aid
 polymer
 process aid
 process aid
 surfactant
 surfactant
 Captures soil
 surfactant
 Processing aid
 surfactant
 Captures soil
 captures soil
 surfactant
 process aid
 brightener
 enzyme
 enzyme
 enzyme
 colorant
 process aid

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