

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

Bleach Alternative

### Ingredient

Water  
 Alcohol Ethoxysulfate  
 Citric Acid  
 Propylene Glycol  
 Borax  
 Ethanolamine  
 Linear Alkyl Benzene Sulfonate  
 Diethylene Glycol  
 Ethanol  
 Sodium Hydroxide  
 Alcohol Ethoxylate  
 Polyethyleneimine Ethoxylate  
 Alkyl Sulfate  
 Diquaternium Ethoxysulfate  
 Fragrance

### Purpose

process aid  
 Surfactant  
 captures soil  
 process aid  
 captures soil  
 process aid  
 Surfactant  
 process aid  
 process aid  
 pH neutralizer  
 Surfactant  
 polymer  
 Surfactant  
 polymer

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DTPA  
 Lauramine Oxide  
 Calcium Formate  
 Sodium Formate  
 Disodium Diaminostilbene Disulfonate  
 Disodium Distyrylbiphenyl Disulfonate  
 Polyethylene Glycol 4000  
 Protease  
 Liquitint™ Blue  
 Dimethicone  
 Amylase  
 Cellulase

captures soil  
 Surfactant  
 process aid  
 process aid  
 brightener  
 brightener  
 process aid  
 enzyme  
 colorant  
 process aid  
 enzyme  
 enzyme

