

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

For Darks

Ingredient

Water
 Alcohol Ethoxysulfate
 Propylene Glycol
 Citric Acid
 Polyethyleneimine Ethoxylate
 Borax
 Ethanolamine
 Linear Alkyl Benzene Sulfonate
 Ethanol
 Sodium Hydroxide
 Alcohol Ethoxylate
 Diethylene Glycol
 Alkyl Sulfate
 Sodium Formate
 DTPA
 Lauramine Oxide
 Calcium Formate
 Disodium Diaminostilbene Disulfonate
 Protease
 Polyethylene Glycol 4000
 Liquitint™ Blue
 Dimethicone
 Amylase
 Cellulase
 Mannanase
 Fragrance

Purpose

process aid
 Surfactant
 process aid
 captures soil
 polymer
 captures soil
 process aid
 Surfactant
 process aid
 pH neutralizer
 Surfactant
 process aid
 Surfactant
 process aid
 captures soil
 Surfactant
 process aid
 brightener
 enzyme
 process aid
 colorant
 process aid
 enzyme
 enzyme
 enzyme
Aesthetics

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