

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
Bounce® Fresh Linen Scent

Ingredient Name

Purpose

Water	process aid
Alcohol Ethoxysulfate	Surfactant
Citric Acid	captures soil
Propylene Glycol	process aid
Borax	captures soil
Ethanolamine	process aid
Linear Alkyl Benzene Sulfonate	Surfactant
Ethanol	process aid
Sodium Hydroxide	pH neutralizer
Diethylene Glycol	process aid
Polyethyleneimine Ethoxylate	polymer
Alkyl Sulfate	Surfactant
Fragrance	Aesthetics
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Alcohol Ethoxylate	Surfactant
DTPA	captures soil
Lauramine Oxide	Surfactant
Calcium Formate	process aid
Disodium Diaminostilbene Disulfonate	brightener
Sodium Formate	process aid
Polyethylene Glycol 4000	process aid
Protease	enzyme
Liquitint™ Blue	colorant
Dimethicone	process aid
Cellulase	enzyme

