



Product Ingredients

Alpha Plus Laundry Liquid

Lauryl Alcohol Ethoxylate	Lauryl alcohol is produced from coconut or palm oil. A very gentle surfactant cleaner and grease emulsifier.
Potassium Coconut Oil Soap	From coconut oil, as an emulsifier, foamer and surfactant.
Potassium Olive Oil Soap	From olive oil, as an emulsifier, surfactant, foaming agent.
Lauryl polyglucose	Processed from lauryl alcohol (coconut) and glucose (from corn). Very environmentally and user friendly foaming detergent and stabiliser.
Sodium Alpha Olefin Sulphonate	Derived from palm oil. Delivers a readily biodegradable and efficient surfactant/emulsifier.
Lauryl Dimethylamidopropylamine Oxide	Produced from lauryl alcohol (coconut or palm oil), an effective detergent and foam stabiliser.
Sodium Citrate	Organic acid, abundant in nature, commercially refined from sugar. Water softener, detergent builder, alkaline salt, pH buffer and sequestrant. Part of our phosphate replacement process.
Optical Brightener	From nature identical stilbene, which is found in a wide variety of plants. Fluoresces ultraviolet light into visible light, making surfaces appear brighter in sunlight.
Fragrance	All fragrances are exclusive blends based on natural floral and herbal extracts. Some blending with perfume compounds is necessary in some products for balance and stability.
EDTA	Ethylenediaminetetraacetic acid - disodium salt. Prepared from acetic acid (obtained from distillation of wood), this is an extraordinarily effective antioxidant and stabiliser. Efficient as a preservative and essential in small quantities to maintain colour and consistency qualities.