Product Ingredients

Alpha Plus Laundry Powder

Sodium Carbonate	Occurs in nature as an hydrated salt. Produced commercially from brine as an alkaline salt, detergent builder, water softener or saponifier.
Sodium Silicate	From silica and sodium carbonate to produce an alkaline salt, detergent builder, water softener or saponifier.
Sodium Alpha Olefin Sulphonate	Derived from palm oil. Delivers a readily biodegradable and efficient surfactant/emulsifier.
Lauryl Alcohol Ethoxylate	Lauryl alcohol is produced from coconut or palm oil. A very gentle surfactant cleaner and grease emulsifier.
Sodium Polyacrylate	Lab-created synthetic polymer. Produces a soil suspending and chelating agent. Part of our phosphate replacement technology.
Sodium Gluconate	From corn-derived glucose. Part of our phosphate replacement technology, this ingredient produces a water softener, pH buffer and seqestrant.
Carboxymethyl Cellulose	This is a dispersant, soil suspending agent based on cellulose, which is extracted by alkalising wood pulp.
Extract of Soapwort	A natural saponin with surfactant and dispersant properties.
Extract of Devil`s Bit	Natural astringent properties.
Optical Brightener	From nature identical stilbene, which is found in a wide variety of plants. Flouresces 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.
Sodium Citrate	Organic acid, abundant in nature, commercially refined from sugar. Water softener, detergent builder, alkaline salt, pH buffer and seqestrant. Part of our phosphate replacement process.
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.