



Product Ingredients

Excel

Citric Acid	Organic acid, abundant in nature, or commercially refined from sugar. Used as a gentle cleaner for acid sensitive contaminations, or to neutralise alkalinity.
Acetic Acid	Organic acid, abundant in nature. Obtained from distillation of wood. Solvent for organic contaminations, acids sensitive soils & mineral salts. Example: vinegar (very dilute form).
Lauryl Alcohol Ethoxylate	Lauryl alcohol is produced from coconut or palm oil. A very gentle surfactant cleaner and grease emulsifier.
Methyl Methoxy Butanol	An ester of Butyl alcohol, which is fermented from carbohydrates. Produces a co-solvent, cleaner and degreaser.
Coco Dimethyl Amine Oxide	Based on coconut fatty alcohols, this is a mild, high foaming surfactant with superior cleansing and thickening properties.
Lauryl Trimethyl Ammonium Chloride	Based on lauryl alcohol (coconut) and processed to produce an active bactericide.
Xanthum Gum	Polysaccharide gum produced by <i>Xanthomonas campestris</i> , found in nature on the leaf surfaces of green vegetables. Used to provide body, texture and phase stability.
Oil of Spearmint	Natural menthols add degreasing properties plus fresh fragrance to our household products.
Floral Bouquet Fragrance	Exclusive blend of natural and nature identical oils to add a fresh, invigorating fragrance with odour absorbing properties.
Food grade colouring	Added where the naturally developed product would be visually unappealing and for safety and identification purposes. Only those colours considered safe for all FD&C applications are used.

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.