

# Expertise Plus Newsletter

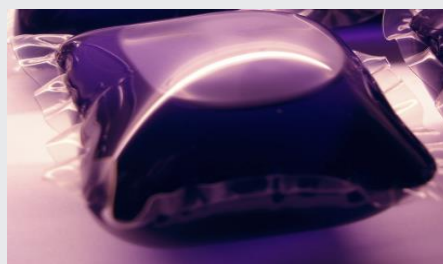
3<sup>th</sup> March 2016

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## Liquid Mono Doses

### Restore whites with Tinopal® CBS-CL

In order to save time for household tasks, consumers expect effective and convenient laundry detergents. Liquid mono doses are a response to these consumer needs. They allow effective cleaning and whitening at reduced dosages.



These compact formats require a higher concentration of wash-active substances. In these conditions the optical brightener **Tinopal® CBS-CL** can be easily included to provide clear formulations with versatile solutions for innovative liquid mono doses enabling the whitest white.



#### Benefits for use of Tinopal® CBS-CL in liquid mono doses:

- Easy handling due to liquid product form resulting in clear formulations
- Especially designed for post-addition
- Outstanding white effect even at low washing temperatures and in short washing cycles
- Improvement of detergent whiteness

#### Your choices – your claims:

- Restore whites
- Whitest white
- Provide white and bright fabrics
- Enable whiter and more vivid colors
- Restore intensive whiteness

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