

Cream Cleaner with Texipol 63-440

Formulation reference: HI003

This 96%* natural origin cream cleaner combines new high-natural content multipurpose rheology modifier **Texipol 63-440** with plant-derived surfactants and natural minerals to deliver powerful cleaning. The creamy formula removes grease, limescale, and stubborn deposits without harsh chemicals or scratching, leaving surfaces bright and residue-free.

Texipol 63-440 has a high tolerance to electrolytes and helps disperse abrasives leading to reduced in-bottle settling and a smooth pleasant-to-use rheology with good surface cling.

Method

1. Into a high-shear mixing vessel, charge items 1-3 and mix gently to combine.
2. Slowly incorporate item 4 whilst high shear mixing until homogenous mixture is obtained.
3. Add item 5 slowly and mix at high shear until a uniform dispersion is obtained
4. Add items 6 & 7 under gentle agitation and mix until combined.
5. Slowly incorporate item 8 under moderate shear and mix until homogenous mixture is obtained.

Item	Trade Name	Chemical Name	Function	% w/w	Supplier
1	-	Deionised Water	Solvent	61.90	-
2	-	Phenoxyethanol	Preservative	0.50	-
3	-	Citrus Fragrance	Fragrance	0.50	-
4	Texipol 63-440	Acrylates/acrylamide copolymer, renewable hydrocarbons C15-C16 branched alkanes, <1% non-ionic surfactants	Rheology modifier, dispersant	1.00	Scott Bader
5	Snowcal 70	Calcium Carbonate	Mild Abrasive	20.50	Omya
6	Kemsurf ESD	Alkyl Ether Sulfate	Anionic Surfactant	7.60	Lankem
7	Ecosense 919	Alkyl Polyglucoside	Non-ionic surfactant	3.00	Dow
8	Texipol 63-440	Acrylates/acrylamide copolymer, renewable hydrocarbons C15-C16 branched alkanes, <1% non-ionic surfactants	Rheology modifier, dispersant	5.00	Scott Bader

*Includes formulation water. Based on ISO 16128:2017.

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