

Cheer® laundry detergent is a trusted brand that provides outstanding whiteness and brightening. Launched in March of 1950 as P&G's new "blue magic washday wonder", Cheer was originally introduced as a white granular detergent. Since those early days, Cheer has changed and improved several times, also expanding into liquid detergents and incorporating technology to allow it to become known as THE detergent for color protection. Today, Cheer® stay colorful™ formula gets clothes sparkling bright, fighting "the dingies" in just one wash.

Cheer® stay colorful™ Powdered Detergent

Fresh Clean Scent

<u>Ingredient Name</u>	<u>Function</u>
Sodium Carbonate	removes water hardness
Sodium Sulfate	processing aid
Sodium Aluminosilicate	removes water hardness
Linear Alkylbenzene Sulfonate	surfactant
Sodium Laureth Sulfate	surfactant
Sodium Polyacrylate	dispersant
Silicate	processing aid
Water	processing aid
Sodium Percarbonate	oxygen bleach
Fragrance	Fragrance Click here to learn more
Silicone	suds suppressor
Protease	enzyme (stain remover)
Amylase	enzyme (stain remover)
Lipase	enzyme (stain remover)

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