

Effect of Real Soiling Lipstick Stain

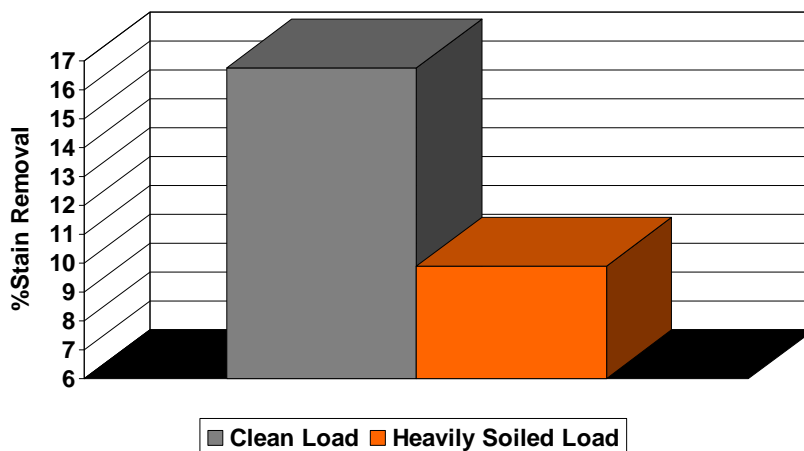
It has long been recognised that the presence of soil in a wash load is more representative of 'real use' consumer conditions than testing using clean ballast load conditions. Warwick Equest supply real consumer soiled loads for use in performance testing. The effect of using a heavily soiled consumer ballast load within a laundry wash test and the resultant effect upon the level of stain removal was assessed and compared to the performance when using a clean ballast load.

Results shown below are for 5cm natural stain circles, prepared on 100% knitted cotton, white fabric.

Wash Conditions:

- European Machine – Miele W487
- 40°C wash programme
- Normal wash, cotton cycle
- 3.5Kg ballast load
- Formulation contained IECA* (85g), sodium percarbonate (10g), and TAED (5g).
- Total detergent dose 10g/l

Lipstick



3.5Kg Load, 40°C,
IECA*/PCS/TAED

The use of real soiled laundry items to replicate real consumer use situations, can significantly affect the level of stain removal achieved for laundry detergent formulations. The level of stain removal achieved under these conditions varies by stain type. Stain removal is decreased by the presence of soil.

Lipstick stains available include: Firebrand, Coral in Gold

For more details relating to stain selection and options, please contact us:

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Ref: EQUEST REAL SOIL #01.1 - LIPSTICK