

Milliken®

# Liquitint™ SureChoice™

Customized Colorants for use in Safer Choice-certified products



Milliken™

# Liquitint™ SureChoice™

Liquitint™ SureChoice colorants are listed in the **CleanGredients** database, an advancement that aligns with Milliken's strategy to offer sustainable products that improve the world.

**CleanGredients** is the definitive database of chemical ingredients, used primarily to formulate residential, institutional, industrial, and janitorial cleaning products that have been pre-approved to meet the U.S. EPA's (Environmental Protection Agency) **Safer Choice** Standard.

When it comes to cleaning and other products, we all care about making our homes and workplaces safer. That's why EPA created the **Safer Choice** label – to help you find products made with ingredients that are safer for our families, pets, workplaces, and the environment. Milliken is committed to advancing this cause and protecting the planet, and therefore developed this new range of colorants.

Liquitint SureChoice has been reviewed by EPA's **Safer Choice** program and qualifies for use in Safer Choice-certified products. These true-liquid, non-staining colorants offer excellent stability, are easy to process, and can deliver the deep, bright colors you desire. Liquitint SureChoice also delivers large color space options with just a small primary set of colorants allowing you to differentiate your products in a wide variety of applications.



## APPLICATIONS

 Hard Surface cleaners	Hydrangea	Winter Blue Basic	Maize
	Glacier Blue MC	Peony	Sunflower
	Periwinkle	Marigold	
 Liquid laundry detergents	Hydrangea	Peony	Sunflower
	Glacier Blue MC	Marigold	
	Winter Blue Basic	Maize	
 Powder laundry detergents	Winter Blue Basic		
	Marigold		
	Sunflower		
 Fabric softeners	Hydrangea		
	Glacier Blue MC		
	Winter Wine		
 Liquid dish detergents	Hydrangea	Winter Wine	Maize
	Glacier Blue MC	Peony	Sunflower
	Periwinkle	Marigold	

## USER BENEFITS

 Qualified for use in Safer Choice-certified products

 Deep and bright colors


 True liquid


 Easy processing


 Water soluble

 Suited to a wide pH range

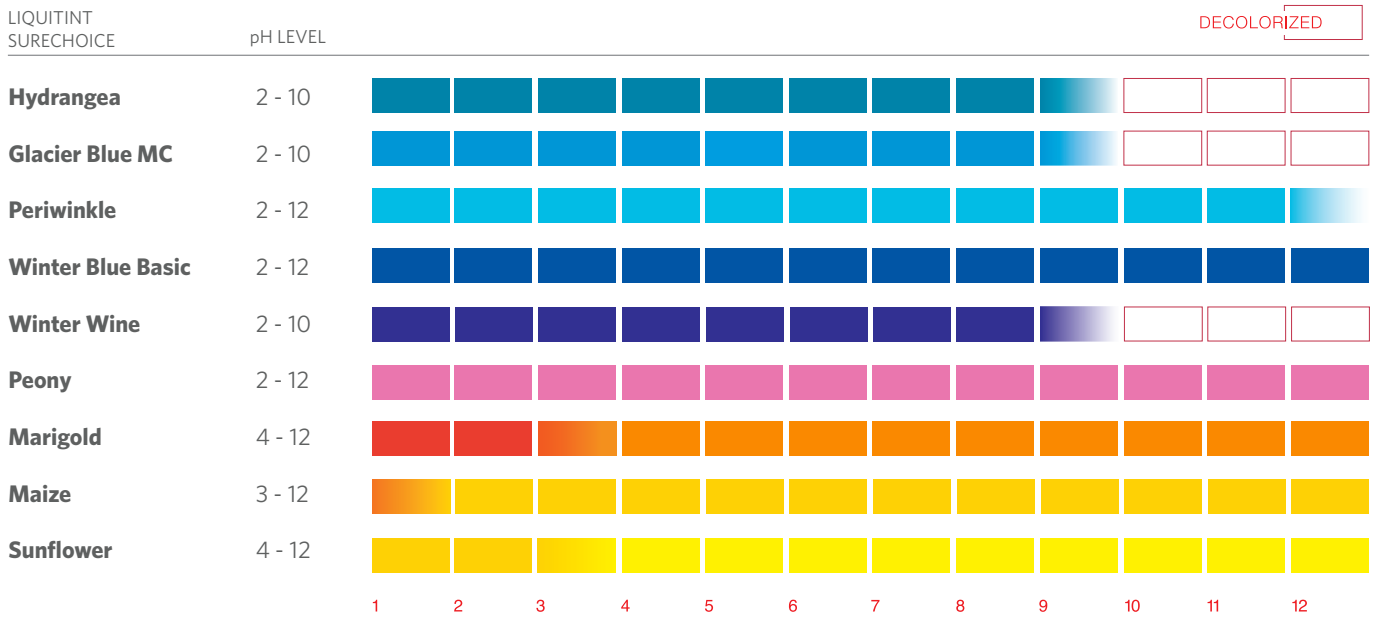
 Excellent stability

 Primary set with large color space options

 Can formulate in both liquid and solid formulations

 Minimizes staining of hands, hard surfaces, most fabrics, and equipment, even at high color loadings

## pH STABILITY



### About Safer Choice

Finding cleaning and other products that are safer for you, your family, and the environment should be easy — that’s why EPA (The United States Environmental Protection Agency) developed the Safer Choice label. Everyone plays a role in protecting our families’ health and the environment. Products with the Safer Choice label help consumers and commercial buyers identify products with safer chemical ingredients, without sacrificing quality or performance.

### What does the Safer Choice label mean?

Companies who make products carrying the Safer Choice label have invested heavily in research and reformulation to ensure that their products meet the Safer Choice Standard. These companies are leaders in safer products and sustainability.

Products have to pass the EPA’s stringent criteria in order to earn the Safer Choice label. The Safer Choice program reviews more than just product ingredients. They also look at product performance, pH, packaging and more to ensure that products with the label are safer to use. Once a product meets the Safer Choice Standard, EPA conducts annual audits to ensure our standards continue to be met.

Every ingredient is reviewed: Before a product can carry the Safer Choice label, EPA reviews all chemical ingredients, regardless of their percentage in the product. Every ingredient must meet strict safety criteria for both human health and the environment, including carcinogenicity, reproductive/developmental toxicity, toxicity to aquatic life, and persistence in the environment.

Source : <https://www.epa.gov/saferchoice/learn-about-safer-choice-label>

### About CleanGredients

CleanGredients is a database of chemical ingredients used primarily to formulate residential, institutional, industrial, and janitorial cleaning products that have been pre-approved to meet the U.S. EPA’s Safer Choice Standard. CleanGredients is an indispensable purchasing resource for formulators who are seeking suppliers of chemical ingredients that will help them to obtain the Safer Choice label. Using CleanGredients helps formulators reduce risk to their business, save money, and get their products to market faster.

Source : <https://cleangredients.org/about/>



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