



DOWSIL™ EasyRinse GP-4633 Granules

Save water, effort and time when rinsing

Doing laundry is time-consuming, tiring and uses a precious resource – water.

When doing laundry, approximately 80% of water consumed is used for rinsing. Reducing the number of rinse cycles can help save significant amounts of water, as well as time and effort.

This can be critically important in some areas of the world where water is limited and the process of doing laundry – often by hand – can last the entire day.

Silicone foam control has been used successfully in detergents for more than 25 years, but new EasyRinse technology from Dow precisely targets the rinse cycle.

New DOWSIL™ EasyRinse GP-4633 Granules offer brand owners a solution to better manage foam during the rinse cycle (Figure 1). This unique silicone additive with a surfactant-level trigger activates during the rinse cycle – leaving the suds virtually untouched during the wash cycle. With fast foam reduction once the rinsing begins, DOWSIL™ EasyRinse GP-4633 Granules can enable:

- Up to a 50% reduction in rinse water
- Less consumer time and effort

DOWSIL™ EasyRinse GP-4633 Granules are useful for both manual laundry powder and high-suds powder detergents for semi-automatic laundry.

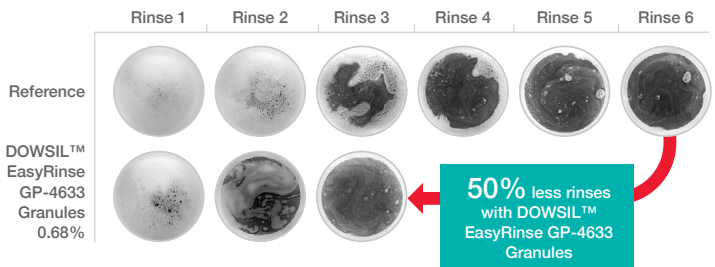


Help consumers save potable water with new EasyRinse technology

- Silicone foam control additive for both manual laundry powders and high-suds powder detergents for use in semi-automatic washing machines
- Enables the reduction of rinse water by up to half
- Reduces foam once rinsing begins – with negligible impact on foam during wash cycle
- Less residue on fabrics after rinsing
- Easier rinse-water discharge in top-load machines
- Easy to dose (0.5-1.5% as is) with 15% active additive content
- Cost-effective solution, low cost to treat
- White, free-flowing powder

Figure 1: DOWSIL™ EasyRinse GP-4633 Granules in manual powder detergent

DOWSIL™ EasyRinse GP-4633 Granules were tested in formulation against a leading manual powder detergent from the South African market at 0.68% concentration. Using these silicone foam control granules, up to 50% less water was needed for the rinse.

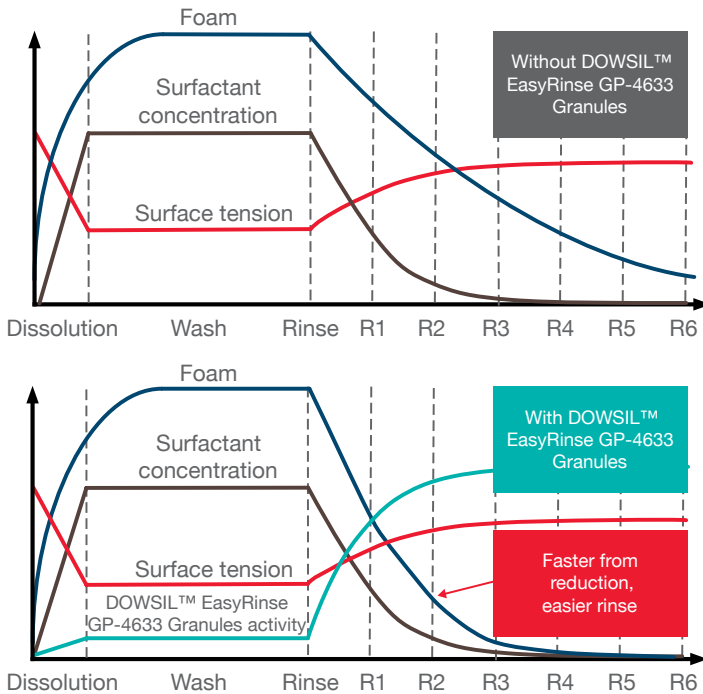


How it works: surface tension trigger

The silicone-based foam control technology incorporates a surfactant-level activation trigger that reduces water use when rinsing clothes. The trigger preserves the foam level during the washing stage but activates on the first rinse (Figure 2). It then dissipates the foam at a much earlier stage in the rinse cycle. Because consumers typically stop rinsing when the foaming stops, up to 50% less potable water is used as a result.

Figure 2: EasyRinse technology acts fast during rinse

After the detergent dissolves in the water, foam rises during the wash cycle and the surface tension is reduced. DOWSIL™ EasyRinse GP-4633 Granules remain inactive during the wash cycle. While rinsing, the surfactant level decreases and the surface tension increases, allowing the DOWSIL™ EasyRinse GP-4633 Granules to trigger, become active and reduce the foam effectively.



Want to see how our silicone additives will work in your application?

Scan this code or go to consumer.dow.com to request a sample.



Need more information?

Dow has extensive experience with laundry care and foam control additives. Leverage our expertise to help you determine which additives are best suited to your application and how much you need. Simply visit consumer.dow.com to learn how we can help you bring performance and cost-effectiveness to your products.



In 2017, our EasyRinse technology was recognized by R&D Magazine as an R&D 100 Award finalist. It was one of 20 innovative new Dow products named as finalists.

Images: [dow_54314067587](#), [gettyimages_800420796](#), [dow_41989726259](#)

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