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(54) Title: LAUNDRY DETERGENTS BASED ON COMPOSITIONS DERIVED FROM NATURAL OIL METATHESIS

(57) Abstract: Laundry detergents useful for cold-water cleaning and boosted bargain detergents are disclosed. The detergents include a surfactant composition derived from a metathesis-derived C₁₀-C₁₇ monounsaturated acid, octadecene-1,18-dioic acid, or their ester derivatives. For fatty alkyl ester sulfonate-containing detergents, the composition is selected from C₁₀ betaines, C₁₂ or C₁₆ amidoamines, C₁₂ ethanolamine amides, C₁₆ amidoamine sulfonates, C₁₈ diamidoamine dioxides, quaternized C₁₈ diamidoamine betaines, sulfonated C₁₈ low-EO fatty ester alkoxylates, C₁₈ amidoamine carboxylates, and amidoamine oxides and sulfo-betaines derived from cross- metathesis of palm or soybean oil. The bargain detergents include a performance booster selected from C₁₂ low-EO fatty ester alkoxylate sulfonates, C₁₈ amidoamine oxide esters, C₁₈ amidoamine oxide carboxylates, and amidoamine sulfobetaines made from self metathesized palm or soybean oil.



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