CLAIMS

1. An aqueous composition comprising a surfactant-thickened system consisting essentially of water, a microfibrous cellulose present in the aqueous composition at a concentration from 0.05% to 0.15% (w/w), a surfactant present in the aqueous composition at a concentration from 5% to 20%, (w/w active surfactant), a salt, a suspended particulate, and a co-agent, wherein the aqueous composition is clear.

2. The composition according to claim 1, wherein the microfibrous cellulose is present in the aqueous composition at a concentration 0.06%.

3. The composition according to claim 1, wherein the microfibrous cellulose is present in the aqueous composition at a concentration of 0.075%.

4. The composition according to claim 1, wherein the microfibrous cellulose is present in the aqueous composition at a concentration of 0.09%.

5. The composition according to claim 2, wherein the surfactant is present in the aqueous composition at a concentration from 5% to 15% (w/w active surfactant).

6. The composition according to claim 5, wherein the suspended particulate comprises air bubbles, beads, or a combination thereof.

7. A method of preparing an aqueous composition comprising a high surfactant system consisting essentially of water, a microfibrous cellulose,

a surfactant, a suspended particulate, and optionally a co-agent, comprising the steps of:

combining a powdered microfibrous cellulose with water and mixing with high shear,

adding a surfactant and then mixing, and

adding particulates followed by mixing,

wherein the microfibrous cellulose is present in the aqueous composition at a concentration from 0.05% to 0.15% (w/w), the surfactant is present in the aqueous composition at a concentration from 20% to 50% (w/w active surfactant), and wherein the resulting composition is clear and the particulates are suspended therein.

8. The aqueous composition of claim 7 wherein the microfibrous cellulose is present in the aqueous composition at a concentration of 0.06%.

9. The aqueous composition of claim 7, wherein the microfibrous cellulose is present in the aqueous composition at a concentration of 0.075%.

10. The aqueous composition of claim 7, wherein the microfibrous cellulose is present in the aqueous composition at a concentration of 0.09%.

11. The aqueous composition of claim 7, wherein the surfactant is present in the aqueous composition at a concentration from 20% to 40% (w/w active surfactant).

12. The aqueous composition of claim 7, wherein the particulates comprise air bubbles, beads, or a combination thereof.

13. A surfactant system consisting essentially of water, a microfibrous cellulose blend, a surfactant, and a suspended particulate, wherein the microfibrous cellulose blend comprises a blend of microfibrous cellulose, xanthan gum, and carboxymethylcellulose in a ratio of 6:3:1.

14. An aqueous composition comprising the surfactant system of claim 13, wherein the microfibrous cellulose blend is present in the aqueous composition at a concentration of 0.125% (w/w).

15. The aqueous composition according to claim 1, wherein the composition is a body wash, a shampoo, a dishwashing detergent, a laundry detergent, or a automotive detergent.

16. A surfactant system consisting essentially of water, a microfibrous cellulose blend, a surfactant, and a suspended particulate, wherein the microfibrous cellulose blend comprises a blend of microfibrous cellulose, guar gum, and carboxymethylcellulose in a ratio of 3:1:1.

17. An aqueous composition comprising a high surfactant system consisting essentially of water, a microfibrous cellulose present in the aqueous composition at a concentration from 0.05% to 0.15% (w/w), a surfactant present in the aqueous composition at a concentration from 20% to 50% (w/w active surfactant), a suspended particulate, and optionally a co-agent, wherein the aqueous composition is clear.

18. The aqueous composition of claim 17, wherein the microfibrous cellulose is present in the aqueous composition at a concentration from 0.06% to 0.09% (w/w).

19. The aqueous composition of claim 17, wherein the surfactant is present in the aqueous composition at a concentration from 20% to 40% (w/w active surfactant).

20. The aqueous composition of claim 17, wherein the microfibrous cellulose and co-agent comprise a blend of microfibrous cellulose, guar gum, and carboxymethylcellulose in a ratio of 3:1:1.

21. The aqueous composition of claim 17, wherein the microfibrous cellulose and co-agent comprise a blend of a microfibrous cellulose, xanthan gum, and carboxymethyl-cellulose in a ratio of 6:3:1.

22. The aqueous composition of claim 17, wherein the composition is a body wash, a shampoo, a dishwashing detergent, a laundry detergent, or an automotive detergent.

Claims

1. An aqueous composition comprising a surfactant-thickened system, consisting of microfibrous cellulose at a concentration of about 0.05% to about 1.0% (w/w), surfactant at about 5% to 50% (w/w active surfactant) and a particulate.

2. The composition according to claim 1, wherein the microfibrous cellulose is present at about 0.06%.

3. The composition according to claim 1, wherein the microfibrous cellulose is present at about 0.075%.

4. The composition according to claim 1, wherein the microfibrous cellulose is present at about 0.09%.

5. The composition according to claim 2, wherein the surfactant is present at about 5% to about 15% (w/w active surfactant).

6. The composition according to claim 5, wherein the particulates comprise air bubbles, beads, or a combination thereof.

7. A method of preparing the aqueous composition of claims 1 to 6, comprising, combining a powdered microfibrous cellulose with water and mixing with high shear, adding surfactant and then mixing, adding particulates followed by mixing, wherein the microfibrous cellulose is present in the aqueous composition at a concentration from 0.05% to 0.15% (w/w), the surfactant is present in the aqueous composition at 5% to 50% (w/w active surfactant), and wherein the resulting composition is clear and the particulates are suspended therein.

8. The method of claim 7 wherein the microfibrous cellulose is present at about 0.06%.

9. The method of claim 7, wherein the microfibrous cellulose is present in the aqueous composition at a concentration of 0.075%.

10. The method of claim 7, wherein the microfibrous cellulose is present in the aqueous composition at a concentration of 0.09%.

11. The method of claim 7, wherein the surfactant is present at about 5% to about 15% (w/w active surfactant).

12. A surfactant system consisting essentially of water, a microfibrous cellulose blend, a surfactant, and a suspended particulate, wherein the microfibrous cellulose blend comprises a blend of microfibrous cellulose, xanthan gum, and carboxymethylcellulose in a ratio of 6:3:1.

13. An aqueous composition comprising the surfactant system of claim 12, wherein the microfibrous cellulose blend is present in the aqueous composition at a concentration of 0.125% (w/w).

14. A surfactant system consisting essentially of water, a microfibrous cellulose blend, a surfactant, and a suspended particulate, wherein the microfibrous cellulose blend comprises a blend of microfibrous cellulose, guar gum, and carboxymethylcellulose in a ratio of 3:1:1.

15. An aqueous composition comprising the surfactant system of claim 14.

16. An aqueous composition comprising a surfactant-thickened system, consisting essentially of water, a microfibrous cellulose at a concentration of 0.05% to 0.15% (w/w), surfactant at 5% to 50% (w/w active surfactant), a salt, a suspended particulate and optionally a co-agent, wherein the composition is clear.

17. An aqueous composition, substantially as hereinbefore described with reference to any one of the examples.

18. A method of preparing the aqueous composition, substantially as hereinbefore described with reference to any one of the examples.

19. A surfactant system, substantially as hereinbefore described with reference to any one of the examples.