

ABSTRACT

LIQUID DETERGENT COMPOSITION

This invention provides a liquid detergent composition comprising (A) a surface active agent, (B) a pearlescent agent, and (C) a viscosity modifier, which exhibits an opaque appearance and has a viscosity of 200-4,000 cps at 20°C bulk temperature and a Brookfield yield value of 5-100 p.

This detergent composition can be squeezed from a container at a constant volume and can be perceived visually when applied onto a sponge without being soaked quickly into it so that it is not only economical since it prevents excess usage but also helps to prevent chapped hands or skin roughening.

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