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.

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.