WHAT IS CLAIMED IS:

1. A detergent comprising the reaction product of:

(a) a mixture of about 25% to 80% by weight of anacardic acid, cardol, and cardanol;

(b) a metal oxide or hydrated equivalent, selected from Magnesium Oxide, Calcium Oxide, or mixtures thereof or metal hydroxide, selected from Magnesium Hydroxide, Calcium Hydroxide, or mixtures thereof;

(c) carbon dioxide.

2. The detergent of claim 1, wherein the metal oxide comprises or consists of Magnesium Oxide.

3. The detergent of claim 1, wherein the metal oxide comprises or consists of Calcium Oxide.

4. The detergent of claim 1, wherein the metal hydroxide comprises or consists of Magnesium Hydroxide.

5. The detergent of claim 1, wherein the metal hydroxide comprises or consists of Calcium Hydroxide.

6. The detergent of claim 1, wherein the mixture contains 70% to 80% by weight anacardic acid.

7. The detergent of any of claims 1 to 6, wherein the anacardic acid is substituted with a C12-C16 unsaturated hydrocarbyl group or a C12C15 hydrocarbyl group.

8. A lubricant composition comprising (i) an oil of lubricating viscosity and (ii) a detergent of claims 1 to 7.

9. The lubricant composition of claim 8, further comprising a neutral or overbased metal salt of alkylsalicylic acid substituted at the 3 or 5 position with a hydrocarbyl group.

10. A process for preparing an alkaline earth metal salt of a salicylic acid substituted at the 6 position with a hydrocarbyl group comprising:

reacting, at a temperature of 70°C or less, a mixture containing raw cashew nut shell liquid and an alkaline earth metal oxide or alkaline earth metal hydroxide.

11. The process of claim 10, wherein the mixture further contains carbon dioxide.

12. The process of claim 10 or 11, wherein the raw cashew nut liquid comprises about 50% to 80% by weight anacardic acid.

13. The process of any of claims 10 to 12, wherein the anacardic acid is substituted with a C12-C16 unsaturated hydrocarbyl group or a C12C15 hydrocarbyl group.

14. The process of any of claims 10 to 13, wherein the alkaline earth metal is selected from Magnesium, Calcium, or mixtures thereof.

15. A lubricant composition comprising:

(a) an oil of lubricating viscosity;

(b) a detergent comprising an alkaline earth metal salt of a salicylic acid substituted at the 6 position with a hydrocarbyl group, an overbased metal salt of a salicylic acid substituted at the 6 position with a hydrocarbyl group, or combinations thereof.

16. The lubricant composition of claim 15, wherein the detergent is carbonated.

17. The lubricant composition of claim 15 or 16, wherein the alkaline earth metal is selected from Calcium, Magnesium, or mixtures thereof.

18. The lubricant composition of any of claims 15 to 17, wherein the salicylic acid substituted at the 6 position with a hydrocarbyl group is anacardic acid and wherein the anacardic acid is derived from raw cashew nut shell liquid.

19. The lubricant composition of any of claims 15 to 18, wherein the detergent is a neutral carbonated alkaline earth metal salt of a salicylic acid substituted at the 6 position with a hydrocarbyl group having a metal ratio of 1.3 or less.

20. The lubricant composition of any of claims 15 to 18, wherein the detergent is an overbased carbonated metal salt of a salicylic acid substituted at the 6 position with a hydrocarbyl group, or combinations thereof having a metal ratio of greater than 1.3.