



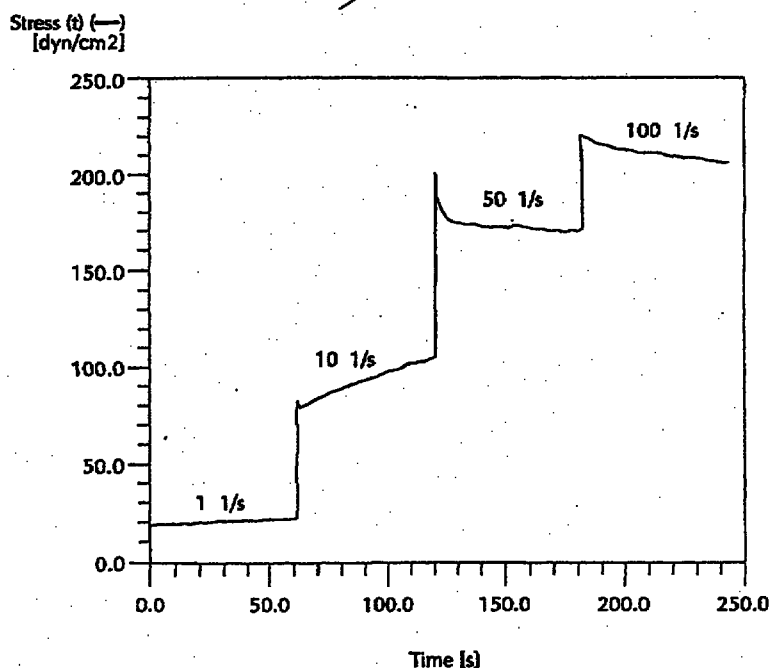
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International Bureau

INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(51) International Patent Classification 6 : C11D 3/395		A1	(11) International Publication Number: WO 97/06233
			(43) International Publication Date: 20 February 1997 (20.02.97)
(21) International Application Number: PCT/US96/11409		(81) Designated States: AL, AM, AU, BB, BG, BR, CA, CN, CZ, EE, FI, GB, GE, HU, IL, IS, JP, KG, KP, KR, LK, LR, LT, LV, MD, MG, MK, MN, MX, NO, NZ, PL, RO, <u>SG</u> , SI, SK, TR, TT, UA, UZ, VN, ARIPO patent (KE, LS, MW, SD, SZ, UG), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, CH, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, ML, MR, NE, SN, TD, TG).	
(22) International Filing Date: 8 July 1996 (08.07.96)			
(30) Priority Data: 9516372.1 10 August 1995 (10.08.95) GB 08/619,864 18 March 1996 (18.03.96) US			
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(54) Title: PIGMENTED RHEOPECTIC CLEANING COMPOSITIONS WITH THIXOTROPIC PROPERTIES



(57) Abstract

A pigmented bleach-containing hard surface cleaner comprises an alkali metal hypochlorite, bentonite clay, a mono-(long chain alkyl)-tertiary amine oxide, an alkali metal salt, a pH stabilizer to attain a pH of 11 or higher, an alkali metal alkyl sarcosinate, an alkylbenzene sulphonate, and an inorganic pigment which is preferably ultramarine blue. The cleaning composition has excellent colour stability as well as phase stability and hypochlorite stability.