

## Eco Friendly Ariel Fragrance Essence For Softener & Laundry Detergent Concentrated

Our Product Introduction

### Basic Information

- Place of Origin: China
- Brand Name: Plant
- Certification: COA,MSDS,IFRA,CE,ISO
- Model Number: LDZ-PL50058
- Minimum Order Quantity: 1KGS/To Be Negotiated
- Price: 1-49 Kilograms \$20.00, To Be Negotiated
- Packaging Details: Carton Drum Packing :5kgs/drum,4 Drum/carton,20kgs/carton(41\*28\*33.5cm);Iron Drum Packing: 25 Kg/drum (D: 30cm, H: 45cm)(0.032cbm)
- Delivery Time: 3-5 Working Days For Trial Order; 5-10 Working Days For OEM Order
- Payment Terms: L/C,T/T,Western Union,MoneyGram
- Supply Ability: 2000 Kilogram/Kilograms Per Day



### Product Specification

- Fragrance: Original Scent
- Long Lasting: Yes
- Ingredients: Plant-based
- Type: Liquid
- Storage: Dry Cool Dark Place
- Oem Service: Welcome
- Origin: CN
- Biodegradable: Yes
- Add Ratio: 0.1%-0.5%
- Formulation: Concentrated
- Concentrated: Yes
- Shelf Life: 1.5-3 Year



### More Images



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## Product Description

### Eco Friendly Ariel Fragrance Essence For Softener & Laundry Detergent Concentrated LDZ-PL50058

#### Product Description:

The "Ariel Fragrance Essence" used in their laundry detergents and softeners is carefully crafted to deliver a long-lasting impression of ultimate cleanliness and freshness. Ariel emphasizes that its perfumers approach this scent creation with the same dedication as a fine perfume house.

The most consistently cited profile for the Original Scent is fresh, clean, and bright. It is often described by consumers as smelling like "freshly washed laundry drying in the sun" or simply "clean."



#### Product Feature:

While laundry fragrance manufacturers like Ariel do not disclose the exact "pyramid" of their proprietary scents, the overall profile is crafted using distinct aromatic components to achieve the signature "Original Scent" of intense, long-lasting cleanliness.

Top Notes	Bright Citrus Accords: A crisp, uplifting rush is characteristic of a clean scent, likely achieved through notes of Lemon, Lime, or other synthetic brighteners to convey an immediate sense of fresh air and energy. Green/Watery Notes: A light, ozonic, or aquatic accord is used to mimic the scent of clothes dried outdoors.
Heart Notes	White Florals: These notes form the heart, providing a classic "laundry" aroma. Components such as Jasmine, Lily of the Valley, and possibly a subtle Rose or Lilac note are employed to deliver a clean, powdery, and comforting floral lift. Crisp Aldehydes: These synthetic molecules are crucial in laundry scents, as they amplify the impression of cleanliness, soapiness, and freshness.
Base Notes	Musk: A white or clean Musk is the foundation, giving the scent its longevity and the feeling of softness on the fabric. Coumarin/Sweet Notes: A hint of sweet or powdery warmth, sometimes described as a tonka bean-like quality, helps to anchor the fragrance and enhance the perception of a freshly laundered, cozy finish.



**Technical Parameter:**

Odor Profile	Clean, Fresh, Floral
Appearance	Liquid Oil (Yellow to Pale Yellow)
Relative density	Usually in the range of $\approx 1.00\text{--}1.02$ (g/cm <sup>3</sup> @ (20°C))
Refractive index	$\approx 1.450\text{--}1.470$ (20°C)
Flash point	$\approx 90^\circ\text{C}$ to $>100^\circ\text{C}$
pH	Not applicable for the neat fragrance essence; product-specific for the finished laundry product.
Usage Rate in Wax	0.2% - 0.5% (w/w)
Thermal Stability	Good
Solubility	Soluble in Ethanol (Alcohol) / Partially Soluble in Water
IFRA Compliance	Mandates safety limits for use in Fabric Softeners and Hand Dishwashing Detergents with "mostly hand contact" (ensures consumer safety).
Stability	Stable over the pH range of 4.0 - 8.0, Suitable for mainstream laundry detergent and softener formulations.
Longevity	$\geq 48$ hours
Storage Conditions	Store tightly closed in a cool, dry place (15-25°C) away from light.



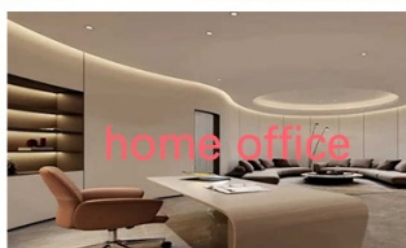
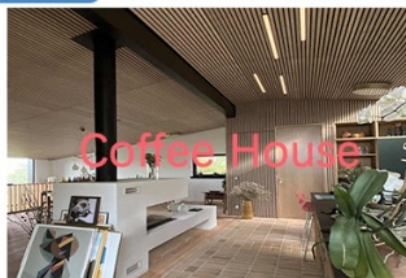
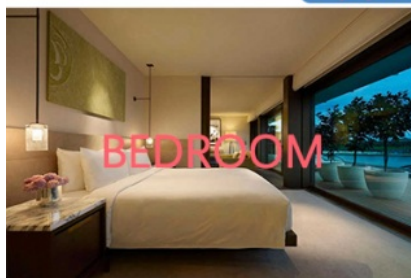
## FUNCTIONS & APPLICATIONS

The fragrance essence used in Ariel detergent and softeners is a highly engineered chemical system with multifaceted roles extending far beyond mere perfuming. It is critical for product performance, consumer perception, and brand differentiation in the competitive fabric care market

Malodor Counteraction	Chemically neutralizes and masks inherent base odors from the detergent raw materials (e.g., surfactants, builders) and the laundry itself (e.g., body soil, mildew). This primary function ensures the product's olfactory profile remains clean and appealing.
Perceived Cleanliness & Efficacy	The characteristic "Ariel scent" serves as a powerful sensory cue for cleanliness. Consumers intrinsically link a fresh, pleasant aroma to successful stain removal and disinfection, thereby validating the product's performance and boosting confidence in the brand.
Substantivity & Retention	Formulated using high-substantivity molecules, often including micro-encapsulation technology. This ensures a controlled, slow release of the scent over time, surviving the harsh wash/rinse/dry cycles and providing long-lasting "freshness" on dry fabrics, in wardrobes, and during wear.
Sensory Branding	The specific blend of aromatic chemicals establishes a unique, recognizable olfactory signature. This distinct scent profile is a core element of the brand's identity, influencing consumer memory and driving repeat purchases in a process known as hedonic marketing.
Mood Enhancement	Incorporates scent notes (e.g., fresh, floral, or citrus) known in neuro-olfactory studies to evoke positive emotions, transforming the mundane chore of laundry into a more satisfying, uplifting, or calming sensory experience for the user.



## applications



Detergent Formulation	Application: Integrated into liquid, powder, or POD detergent formats. Method: The essence is carefully homogenized with surfactants and other components. In PODs/tablets, it may be part of the liquid core or dry mix. The high flashpoint and stability are crucial to prevent degradation by alkaline bases and to ensure safety.
Fabric Softener Production	Application: Used in the final phase of quaternary ammonium compound (Quat) softener manufacture. Method: The fragrance is formulated to be compatible with cationic surfactants. Its stability against the acidic pH of softeners is vital for preserving the scent integrity and preventing flocculation or product separation.
In-Wash Scent Boosters	Application: Encapsulated in polymer shells or solid salt/crystal carriers. Method: The micro-capsules physically bond to fabric fibers during the wash cycle. Mechanical friction (e.g., wearing the clothes) later breaks the capsules, providing an intense and prolonged burst of the Ariel fragrance for several weeks.
Layering for Longevity	Application: Used synergistically across an entire product line (detergent, softener, boosters). Method: The matching fragrance profiles are designed to layer on the fabric, building up a more robust, long-lasting scent. This targeted deposition ensures a higher overall aroma intensity than single-product usage.
Odor Control Technologies	Application: Utilized in specialized "active fresh" variants designed for performance wear. Method: The essence is paired with dedicated malodor-control polymers. The fragrance then works in tandem with these agents to trap and neutralize volatile organic compounds (VOCs) that cause lingering sweat or musty smells.

## applications



Our Advantages:

## 100% STRENGTH BRAND

Our products are strictly approved by a list of certifications, such as ISO22000, COA, MSDS, SGS, ISO9001, ISO22000, HACCP, IFRA, SPEC





## Support and Services:

We definitely have the fragrance essence oils you need!

The Plant Flavours & Fragrance company has a R&D team consisting several PH.Ds and senior engineers, and has established associated laboratory with many universities and college. Meanwhile the company integrates global technology, information and resource to keep advantage of our products and services by continuous innovation on natural ingredients. The company has always been closed to assist customers to improve the aroma of products and structure of the quality and reduce production costs, tailored to customers, to meet the aroma needs of different daily necessities, we are one of the best enterprises of cost and services in the industry.

**Fragrance Oil for perfume making, We Support OEM Your Own Scent Or Other Classical flavor. Contact Us For Inquiry NOW.**

Where there are fragrance, there are plant flavor.

The reason why our enterprise develops so rapidly is that we gradually meet the demands of our customer by improving the quality of their products and shortening their good deliver time. In case of urgent demands of customers, we adopt our contingency measures to help our customers solve the problem in time.

Meantime, we offer Training and Education on fragrance formulation and usage for the customized who interested in our fragrance.

Our Fragrance Oil product comes with comprehensive technical support and services to ensure that our customers have a seamless experience.

We offer:

- 1.Product usage instructions and guidance;
2. Expert advice on fragrance selection;
3. Technical support for any issues or concerns;
4. Product customization services;
- 5.Assistance with regulatory compliance.



## Packing and Shipping:

### Product Packaging:

Pack Type	QTY	Specification	Volume
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Plastic Bottle	5kgs	L41*W28*H33.5cm 5kg*4 bottle per carton	0.038cbm
Metal Barrel	25kgs	D30*H45cm	0.032cbm
Jerry Can	20-25kgs	L29.5*D29.5*H41cm	0.33cbm

**Shipping:**

After the payment, we'll arrange the production of your order ASAP. Normally, It will take 3-5days for trial order with small quantity, around 5-10 days for bulk order. Before shipping out, we'll take photos of the goods for confirmations with clients, or supply bulk sample for confirmation as well.

We offer shipping goods by ship, by air ,by truck , and by express, according to the clients requirements.







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