Softness and Detergency Properties of Cationic Cellulosic Polymers in Two-in-One Liquid Laundry Formulation. Nilesh Shah¹, Jie Han², Kathy Lichtenwald¹, Steven Jin², and Wai Kin Albert Lee², ¹The Dow Chemical Company, USA; ²The Dow Chemical Company, China

Eco Friendly Ultra Concentrated Liquid Laundry Detergent. Takahiro Okamoto and Megumu Ono, Lion Corporation, Japan

High Performance in a Compact Format. Rainer Dobrawa, Kelly Zhang, Serena Shi, Jia Zhou, and Franz Weingart, BASF (China) Company Ltd., Shanghai, China

Stability of Fabric Softeners Containing Polymers. Rajan Panandiker and Travis Hodgdon, The Procter & Gamble Company, USA

Physicochemical Characterization of Sulphonated Methyl Esters (Palmfonate) via “Computer” Purification Approach. Hui Xu, KLK OLEO, Malaysia

From Technology Discrimination to Consumer Relevancy. Nicolas Olmedo and Rodrigo Olmedo, CONSUMERTEC, Ecuador

Modification of Sodium Lignosulfonate Acid Using Diisocyanate into Surfactants. Jessica See¹, Yongjia Li², Xijiang Yin¹, Weng Kee Leong³, and Chunxiang Li¹, ¹Singapore Polytechnic, Singapore; ²Kunming University; ³Nanyang Technological University, Singapore

A Method for Quantifying the Additional Effects of Detergent Components on the Cleaning Power. Masaru Oya, Akihiro Fujimoto, and Terumasa Tanaka, Yokohama National University, Japan

New Dispersant Polymers for Reduction of Spotting in Automatic Dish Detergents. Scott Backer¹, Severine Ferrieux², Paul Mercando¹, Taylor Pang³, and Eric Wasserman¹, The Dow Chemical Company, USA; ²The Dow Chemical Company, France; ³The Dow Chemical Company, China

Low Residue Soluble Unit Dose Films. Thomas Yogan, MonoSol WSFD of Kuraray, USA

Novel Continuous Processing of Surfactants and Surfactant Intermediates. Sanjay Trivedi, Technithon International Pte Ltd., Singapore and Technithon Technologies Pvt. Ltd., India

Nympehal: Design for Safety or Future Proofing the Perfumer’s Palette and Creativity. Agnès Bombrun¹ and Philippe Poirier², ¹Givaudan, Switzerland; ²Givaudan, France

Improving the Performance and Reducing the Cost of Automatic Dishwasher Formulations with Novel Polymers of Itaconic Acid. John R. Shaw, Itaconix Corporation, USA

Validating the Sustainability of Ingredients. Stephen Johnson and Chris Sayner, Croda, UK