



### Using Nature to Clean Clothes

A clean shirt begins with a single seed from an oil palm. Sure, there are a lot of steps in between, but when it comes to providing some surfactants for use in laundry detergents, Huntsman Performance Products is using nature to provide the basic building blocks.

Huntsman is providing the consumer products industry with surfactants derived from raw materials such as coconut, soybean and palm oils. Surfactants provide the cleaning power in household detergents. When a shirt is washed in laundry detergent, surfactants cling to dirt and oil and are flushed away from the garment with water.

Huntsman creates naturally derived surfactants using a patented catalyst technology called G2. During the chemical reaction, methyl ester – the oil that is derived from palm nuts, soybeans and coconuts – is reacted with ethylene oxide using the G2 catalyst. The resulting end product is methyl ester ethoxylate, a naturally derived surfactant.

While the company began using this technology five years ago, it has been fine-tuning the process to improve the effectiveness of the end product to provide a novel, innovative solution that is environmentally friendly and effective.