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(54) Title: DILUTION THICKENING, LIQUID CLEANSING COMPOSITIONS

(57) Abstract: The invention provides a liquid cleansing composition comprising: (i) 1 to 30% by weight, based on the total weight of the composition, of anionic surfactant; (ii) up to 5% by weight, based on the total weight of the composition, of amphoteric surfactant; (iii) up to 2% by weight, based on the total weight of the composition, of electrolyte; (iv) at least 0.5% by weight, based on the total weight of the composition, of monoalkanolamide surfactant, and (v) from 50 to 94.5% by weight, based on the total weight of the composition, of water, wherein the composition has a viscosity upon dilution which is greater than its viscosity prior to dilution.



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| <b>A. CLASSIFICATION OF SUBJECT MATTER</b><br>INV. A61K8/20      A61K8/42      A61K8/44      A61K8/46      A61Q5/02<br>A61Q19/10                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                      |                       |
| According to International Patent Classification (IPC) or to both national classification and IPC                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                      |                       |
| <b>B. FIELDS SEARCHED</b><br>Minimum documentation searched (classification system followed by classification symbols)<br>A61K   A61Q                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                      |                       |
| Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                      |                       |
| Electronic data base consulted during the international search (name of data base and, where practical, search terms used)<br>EPO-Internal, WPI Data                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                      |                       |
| <b>C. DOCUMENTS CONSIDERED TO BE RELEVANT</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                      |                       |
| Category*                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Citation of document, with indication, where appropriate, of the relevant passages                                                   | Relevant to claim No. |
| X                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | WO 01/40431 A (ECOLAB)<br>7 June 2001 (2001-06-07)<br>page 1, line 5 - line 7<br>page 2, line 16 - page 3, line 4<br>claims          | 1-7                   |
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| <input checked="" type="checkbox"/> Further documents are listed in the continuation of Box C. <input checked="" type="checkbox"/> See patent family annex.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                      |                       |
| * Special categories of cited documents :<br><div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p>*A* document defining the general state of the art which is not considered to be of particular relevance</p> <p>*E* earlier document but published on or after the international filing date</p> <p>*L* document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)</p> <p>*O* document referring to an oral disclosure, use, exhibition or other means</p> <p>*P* document published prior to the international filing date but later than the priority date claimed</p> </div> <div style="width: 45%;"> <p>*T* later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention</p> <p>*X* document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone</p> <p>*Y* document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art.</p> <p>*Z* document member of the same patent family</p> </div> </div> |                                                                                                                                      |                       |
| Date of the actual completion of the international search<br><br><div style="text-align: center; font-weight: bold;">12 August 2009</div>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Date of mailing of the international search report<br><br><div style="text-align: center; font-weight: bold;">26/08/2009</div>       |                       |
| Name and mailing address of the ISA/<br>European Patent Office, P.B. 5818 Patentlaan 2<br>NL - 2280 HV Rijswijk<br>Tel. (+31-70) 340-2040,<br>Fax: (+31-70) 340-3016                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Authorized officer<br><br><div style="text-align: center; font-weight: bold;">Irwin, Lucy</div>                                      |                       |

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C(Continuation). DOCUMENTS CONSIDERED TO BE RELEVANT

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