Auto Shampoo - pH-Neutral

Neutral pH 6.5–7.5 · Neutral pH 6.5–7.5 · with High-Lubricity Foam, 1:4 Dilution + Coating-Safe Formula

KEY BENEFITS

— **Neutral pH 6.5–7.5**	zero chemical degradation of wax, polymer sealant, and protective coatings on institutional fleet vehicles — the specification that determines whether a coating survives the wash programme.
— **High-lubricity foam system**	encapsulates abrasive dirt particles in foam before wash mitt contact — the mechanical mechanism that prevents swirl mark formation on vehicle paint panels.
— **1:4 dilution — 5L yields 20 litres**	sufficient for 50–80 vehicle washes per pack — low cost per vehicle at institutional fleet washing volume.
— **Compatible with all vehicle types**	passenger vehicles, vans, ambulances, and service vehicles across institutional fleet compositions.
— **Dilution**	add 250 ml of concentrate to a bucket of clean water. Agitate to generate foam before contact with the vehicle.
— **Pre-rinse**	rinse the vehicle thoroughly with clean water before shampoo contact to remove loose abrasive particles — soil that is rinsed off before the wash mitt touches the vehicle is soil that cannot scratch the paint.

AT A GLANCE

pH	6.5–7.5 (neutral)
Dilution	250 ml per litre of water (1:4)
Fragrance	Neutral / light fresh
Pack size	5 Litres concentrate
Shelf life	24 months from date of manufacture, unopened
Safe on	All vehicle paint finishes, glass, chrome trim, plastic panels, alloy wheels
Rinse after use	Rinse thoroughly with clean water

HOW TO USE

1 **Dilution**

add 250 ml of concentrate to a bucket of clean water. Agitate to generate foam before contact with the vehicle.

2 **Pre-rinse**

rinse the vehicle thoroughly with clean water before shampoo contact to remove loose abrasive particles — soil that is rinsed off before the wash mitt touches the vehicle is soil that cannot scratch the paint.

3 **Two-bucket method**

use one bucket for shampoo solution and one for rinsing the wash mitt between panels — prevents abrasive particles picked up from one panel from being transferred to the next.

4 **Panel sequence**

work from roof downward, completing each panel before moving to the next. Lower panels and wheel arches contain the most abrasive soil — complete last.

5 **Rinsing**

rinse thoroughly with clean water immediately after washing each section to prevent shampoo drying on the paint surface. Dry with a clean microfibre towel.

WHY IT WORKS

Why does pH determine whether a car wash product protects or damages protective coatings? Automotive protective coatings — carnauba wax, synthetic polymer sealants, and ceramic coatings — are organic compounds that bond to the paint surface through van der Waals forces, covalent bonds (in the case of ceramic coatings), or polymer cross-linking. These bonding mechanisms have different pH stability profiles, but all share a common vulnerability: they are weakened or destroyed by the hydrolysis reactions that occur under alkaline or acidic conditions. Under alkaline conditions (pH above 9), the ester bonds and polymer cross-links in wax and sealant coatings undergo saponification and hydrolysis — the same reactions that make alkaline degreasers effective at removing organic compounds. The coating is chemically broken down and washed away with the rinse water. Under acidic conditions, similar hydrolysis occurs through different reaction pathways. The protective coating does not survive repeated exposure to pH extremes regardless of its quality or application cost. At neutral pH 6.5–7.5, neither hydrolysis pathway is thermodynamically favoured under the contact time of a vehicle wash cycle. The coating remains chemically intact, and its bonding to the paint surface is undisturbed. The surfactant system in the shampoo removes dirt and organic contamination from the coating surface — cleaning it — without attacking the coating chemistry itself. This is the functional distinction between a pH-neutral vehicle shampoo and an alkaline or acidic substitute: the former maintains the coating; the latter removes it.

DID YOU KNOW

Fact The pH number on a car shampoo is not a technical footnote — it is the most important specification on the label. A single wash with a high-pH detergent can strip a professionally applied ceramic coat that cost thousands of rupees. pH-neutral is not a premium feature. It is the minimum required to protect what you have already invested in.

WHAT YOU GET FROM ONE PACK

250 ml per vehicle.

One 5-litre pack. 80 complete fleet vehicle washes. At 250 ml per vehicle wash, a single 5L pack delivers 80 complete vehicle washing sessions. For an institutional fleet of 20 vehicles washed weekly, one pack covers 4 weeks of fleet wash programme maintenance. The coating preservation benefit is the long-term value: a fleet vehicle whose protective coating is maintained through correct wash chemistry retains its resale value at a rate measurably higher than equivalent vehicles washed with alkaline or abrasive alternatives.

FULL PRODUCT SPECIFICATIONS

Active system	High-lubricity non-ionic surfactant — pH-neutral vehicle shampoo
pH	6.5–7.5 (neutral)
Specific gravity	1.00–1.02 at 25°C
Formulation type	Aqueous concentrate
Appearance	Clear to slightly hazy liquid with light foam
Fragrance	Neutral / light fresh
Dilution	250 ml per litre of water (1:4)
Application	Bucket wash / foam gun / two-bucket method
Safe on	All vehicle paint finishes, glass, chrome trim, plastic panels, alloy wheels
Avoid on	Engine bay degreasing — use Heavy Duty Degreaser
Rinse after use	Rinse thoroughly with clean water
PPE	None
Shelf life	24 months from date of manufacture, unopened
Pack size	5 Litres concentrate
MSDS / TDS	Available on request

CAUTION & STORAGE

Handle with care.

For professional and institutional use. For vehicle exterior washing only — not for use on engine components or brake systems. Avoid contact with eyes. In case of eye contact, rinse with water. Keep out of reach of children. Store in original sealed container below 30°C, away from direct sunlight. Keep container tightly closed when not in use. Shelf life 24 months from manufacture date, unopened.

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BEFORE YOU START — PPE REQUIRED

✓ Disposable gloves (recommended)

QUICK REFERENCE

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HAZARD i LOW

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Emergency / questions: care@allesclinx.com · allesclinx.com · National Poison Control (India): 1800-116-117