

# NATURAL COLORS

## INTRODUCING OUR NATURAL COLORS

Colors are signals. Consumers use them to identify new flavors and sensations. They can evoke memories and feelings. Colors can also generate thoughts of intuitive health benefits both through the resulting color of the food and through how those colors are labeled.

Consumers trust ingredients they know, like vegetables or fruits and understand they are safe and healthy. Some may also recognize that the colors being used are also in their vitamins.

As consumers are actively seeking 'clean label' solutions, the switch to natural colors is being inspired not only by regulations and manufacturers' commitments but by consumers' expectation. Natural/Nature-identical are now estimated to be approximately 60% of the market and will gain a greater share as the market expands.

## THE BETTER WORLD DIFFERENCE



### TRACEABILITY

We are implementing full traceability across our entire color portfolio. We track and record raw materials from field to factory for each and every lot



### TECHNOLOGY

Our employees are some of the best and brightest in the industry. Our parent company, Huabao leads the industry in investments into technology. This allows us to deliver valuable advantages in applications, functionality and manufacturing.



### AUTHENTICITY

We guarantee the authenticity of all of our products as we control our entire supply chain. As we continue to grow this portfolio, we will continue to ensure the authenticity of the entire product line





Better World Naturals is ready to assist you in switching your current colors to natural alternative and to develop customized colors to meet your needs in new product development.

We are proud to introduce this line of products supported by the quality, service and technology advance you expect. We offer custom development, matching, stability testing, regulatory support and scale up support as you launch.

## PRODUCT LINE

Application Color	Coloring materials	Product Form	pH Stability y	Heat Stability	Light Stability
Orange	Natural Carotene WS	Liquid	pH 2-8	★★★★	★★★★
Orange	Beta-carotene WS	Liquid	pH 2-8	★★★★	★★★★
Yellow	Lutein WS	Liquid	pH 2-7	★★★★	★★★★
Yellow	Curcumin WS	Liquid	pH 2-6	★★★★	★★★★
Yellow	Yellow Safflower Extract	Juice & Powder	pH 2-7	★★★★	★★★★
Red	Red Beet Extract	Juice & Powder	pH 3-7	★★	★★
Red	Red Radish Extract	Juice & Powder	pH 2-5	★★★★	★★★★
Red	Red Cabbage Extract	Juice & Powder	pH 2-5	★★★★	★★★★
Red	Purple Sweet Potato Extract	Juice & Powder	pH 2-5	★★★★	★★★★
Red	Black Carrot Extract	Juice & Powder	pH 2-5	★★★★	★★★★
Blue	Spirulina Extract	Powder	pH 4-7	★★	★★

## FOOD APPLICATION & KNOW HOW

	Beverage	Confectionery	Dairy	Bakery
Heat Resistance	✓	✓	✓	✓
Light Resistance	✓	✓		
Low pH Tolerance	✓		✓	
Transparent	✓			
Nutrient Tolerance	✓		✓	

## CERTIFICATES



FSSC 22000



ISO 9001



Halal



cGMP



Sedex



BRC



Kosher



Ecovadis



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