

Sensient News

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Publication of The New GSO Additives Regulation Will Drive Natural Colour Conversion in The Gulf Region

Revision of the permitted Food Additives Regulation recently issued by GCC (Gulf Cooperation Council) Standardization Organization (GSO) is scheduled to come into force on November 30th, 2016. The new regulation now requires that products which contain Tartrazine (Yellow 5) INS 102, Sunset Yellow (Yellow 6) INS 110, Azorubine (Carmoisine) INS 122 and Allura Red (Red 40) INS 129 will have to carry warnings about possible “negative effects on activity and concentration in children” in line with previous legislation adopted in Europe.

Head of Sensient's Dubai Office, Neil Philpott, comments “These changes in the labelling requirements of food colours will trigger brand owners to reformulate their key brands with natural colours or colouring foods as has happened in Europe. Sensient Food Colors has gained wide experience in this area following the Southampton Study. We will be focusing our resources to support customers by working closely with them on successful end product conversion from synthetic to natural colours.”

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The Sensient product range here is also available with Halal certified grades and the local office in Dubai acts as a hub for the key development needs in the region. All this is supported by Sensient's global supply chain ensuring availability of quality natural raw materials.

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