

Sensient News

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December 1, 2014



Explore the purest natural colour performance with Sensient's exciting new **Pure-S** range.

***Pure-S** enables food manufacturers to achieve bright natural colour shades with no off taste.*

Using its proprietary technology Sensient is now able to offer natural colouring solutions previously unavailable in the market. Completing successfully a two years global project, Sensient scientists in its R&D centres in Germany, Italy and the United States have together developed a new range of technologies to purify a wide range of natural colour extracts.

The **Pure-S** Bright Orange and **Pure-S** Strawberry Antho, give truly bright natural colours with no off taste thanks to this ground breaking purification process and are the first of this new range to be launched. Bright Orange **Pure-S** suitable for beverages, is a transparent emulsion and highly efficient with an extremely pure sensoric profile. In addition the product offers significantly improved light stability over standard vegetable extracts and makes a perfect alternative to synthetic Sunset Yellow (Yellow 6) having a very bright and transparent colour hue.

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The new **Pure-S** Strawberry Antho, with its unique bright red shades is an excellent alternative to carmine and to Allura Red (Red 40). It is perfectly suited for use in confectionery such as high boiled candies and jelly sweets. In yoghurts it creates a brilliant strawberry hue as well as in other applications including flavoured powder mix desserts, puddings and fruit glazes. In water ice it also produces an intense strawberry type red shade.

Dr Andreas Klingenberg, Technical Director of Sensient Food Colors Europe, commented ' the innovative technology behind the **Pure-S** range opens up far wider application possibilities for these new natural colours, bringing the purest colour experience with no off taste.'



About Sensient Food Colors Europe

Sensient Colors brings life to products, adding colour and visual enjoyment to food and beverage applications worldwide. Offering unparalleled colour innovation and proprietary technologies, Sensient Food Colors applies industry defining colour expertise, enhancing brand value through premium sensory appeal and performance.



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Sensient Food Colors Europe is a unit of Sensient Technologies Corporation, a leading global manufacturer and marketer of colours, flavours and fragrances. Sensient employs advanced technologies at facilities around the world to develop speciality food and beverage systems, cosmetic and pharmaceutical systems, inkjet and speciality inks and colours, and other speciality and fine chemicals. The company's customers include major international manufacturers representing many of the world's best-known brands.

<http://www.sensient-fce.com>