



Market-Ready Natural Colors

Three years of R&D have culminated in two novel, natural colors!

In September, 2015, PhytoPharmacon announced its' first market-ready natural color, *PhytoAllure™ Strawberry-red*.

We are now excited to announce the addition of another natural color, *PhytoAllure™ Rose-pink*, to our catalog. *Rose-pink and Strawberry-red* have many potential coloring applications such as in cake, ice cream, yoghurt, beverages as well as varying cosmetic applications.

In compliance with FDA code 73.260, these novel natural colors offer the stability and solubility desired by the industry. With the ever-intensifying pressure to remove synthetic colors, our products provide a natural and label-friendly alternative.

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