

oterra®

A guide for shade options for Powder beverages

Converting to natural from FD&C Colors -
US Region



Change is *natural*

As the US food and beverage industry move to natural colors to comply with the FDA & HHS announcement to phase out FD&C colors by the end of 2026, we've compiled some of our favorite natural shades for your conversion.

Don't see the shade you're looking for? Click or scan the QR code to connect about finding your perfect dosage and custom solutions.



Natural Pink solutions



I-Colors® FM Pink 1108 WSP



Source: Red Beet

- Bold
- Highly concentrated
- Easy to use
- No dephasing
- Uniform coloring
- Good plating

Benefits may vary according to the product used

Natural Red solutions



I-Colors® Red 125 WSP



Source: Red Sweet Potato

- Bold
- Highly concentrated
- Easy to use
- No dephasing
- Uniform coloring
- Good plating

FruitMax® Red 101 WSP



Source: Black Carrot

- Transparent
- Stable to light, heat and oxidation
- High strength powder
- Neutral sensory profile
- Minimally processed/coloring foods

ColorFruit® Red 108 WSP



Source: Black Carrot

- Cost efficient
- Transparent
- Highly concentrated powder
- Versatile application fields

Benefits may vary according to the product used

Natural Orange solutions



I-Colors® Orange 1308 WSP



Source: Red Sweet Potato & Turmeric

- Bold
- Highly concentrated
- Easy to use
- No dephasing
- Uniform coloring
- Good plating

BC-1000OY-WSP



Source: Nature Identical Beta Carotene

- Unique bright orange shade
- Cloudy
- Flavor neutral
- Stable to light and heat

Benefits may vary according to the product used

Natural Yellow solutions



I-Colors® Yellow 901 WSS-P



Source: Turmeric

- Bold
- Cloudy
- Highly concentrated
- Easy to use
- No dephasing
- Uniform coloring
- Good plating

CapColors® T-15-WSS-P-500



Source: Turmeric

- Cloudy
- Low CIU
- Fruity aspect in beverage matrix

NBC Yellow 100 WS-P



Source: Beta Carotene

- Vibrant yellow shade
- Cloudy
- Stable solution

BC-100Y-WSP



Source: Nature Identical Beta Carotene

- Bright yellow shade
- Cloudy
- Low CIU

Benefits may vary according to the product used

*Permitted for use with restrictions

Natural Green solutions



I-Colors® Yellow 901 WSS-P +
I-Colors® Blue 1513 WSP



Source: Turmeric & Spirulina

- Bold
- Highly concentrated
- Easy to use
- No dephasing
- Uniform coloring
- Good plating

Benefits may vary according to the product used

Natural Blue solutions



I-Colors® Blue 1513 WSP



Source: Spirulina

- Bold
- Highly concentrated
- Easy to use
- No dephasing
- Uniform coloring
- Good plating

Benefits may vary according to the product used

Thank you

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