

oterra®

A guide for shade options for fat fillings

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



FruitMax® Pink 1100 OS



Source: Red Beet

- Blueish pink shade
- Vegetable alternative to carmine
- Easy to disperse in oil/fat applications
- Minimally processed/coloring foods

I-Colors® FM Pink 1108 WSP



Source: Red Beet

- Even color dispersion
- No specking
- Easy to use
- Intense color with lower dosages
- No oil impact in fat base

I-Colors® Red 122 WSP



Source: Black Carrot

- Even color dispersion
- No specking
- Easy to use
- Intense color with lower dosages
- No oil impact in fat base

Benefits may vary according to the product used

Natural Red solutions



I-Colors® Red 125 WSP



Source: Red Sweet Potato

- Even color dispersion
- No specking
- Easy to use
- Intense color with lower dosages
- No oil impact in fat base

I-Colors® Red 126 WSP



Source: Red Sweet Potato

- Even color dispersion
- No specking
- Easy to use
- Intense color with lower dosages
- No oil impact in fat base

FruitMax® Pink 1100 OS +
CulinaColor® Orange 251 OS



Source: Red Beet & Paprika

- Customizable shade using two colors

Benefits may vary according to the product used

Natural Orange solutions



A-800S



Source: Annatto

- High strength
- Bright shades
- Cost efficient

CulinaColor® Orange 251 OS



Source: Paprika

- Bright yellowish orange shade
- Improved stability towards oxidation
- Stable to health, low pH and light

Orange blend N-051 OSS



Source: Annatto & Paprika

- Warm orange shade
- Easy to disperse in oil/fat applications

I-Colors® Orange 1308 WP



Source: Red Sweet Potato & Turmeric

- Even color dispersion
- No specking
- Easy to use
- Intense color at lower dosages
- No oil impact in fat base

Benefits may vary according to the product used

Natural Yellow solutions



FruitMax® Yellow 1602 OS



Source: Orange Carrot

- Easy to disperse in oil/fat applications
- Minimally processed/coloring foods

NBC Yellow C 3000 OS



Source: Beta Carotene

- Stable to low pH and light
- Easy to disperse in oil/fat applications
- Bright yellow to warm yellow shades

BC-3000 OS



Source: Nature Identical Beta Carotene

- Cost efficient
- Easy to disperse in oil/fat applications
- Warm yellow shade

Vegex® Turmeric OS10



Source: Turmeric

- Cost efficient
- Stable to oxidation
- Bright greenish-yellow shade

Benefits may vary according to the product used

Natural Green solutions



ColorFruit® Green 1300 OS



Source: Spirulina & Turmeric

- Stable to oxidation
- Easy to disperse in oil/fat applications

FruitMax® Yellow 1602 OS +
FruitMax® Blue 1500 OS



Source: Orange Carrot & Spirulina

- Customizable green shade

I-Colors® Green 1370 WSP



Source: Spirulina & Turmeric

- Even color dispersion
- No specking
- Easy to use
- Intense color with lower dosages
- No oil impact in fat base

FruitMax® Yellow 1602 OS +
FruitMax® Blue 1500 OS



Source: Orange Carrot & Spirulina

- Customizable green shade

Benefits may vary according to the product used

Natural Blue solutions



I-Colors® Blue 1513 WSP



Source: Spirulina

- Even color dispersion
- No specking
- Easy to use
- High intensity at lower dosages
- No oil impact in fat base

FruitMax® Blue 1500 OS



Source: Spirulina

- Bright blue shade
- Stable to oxidation and light
- Minimally processed/coloring foods

Benefits may vary according to the product used

Natural Violet solutions

Violet

**FruitMax® Blue 1500 OS +
FruitMax® Pink 1100 OS**



Source: Spirulina & Red Beet

- Customizable purple shade

Benefits may vary according to the product used

Natural Brown solutions

Brown

FruitMax® Brown 1200 OS



Source: Caramelized sugar

- Stable to oxidation and light
- Easy to disperse in oil/fat applications
- Minimally processed/coloring foods

ColorFruit® Brown 1300 OS



Source: Spirulina, Paprika, & Red Beet

- Alternative to caramel based colors
- Stable to oxidation and light
- Easy to disperse in oil/fat applications

Benefits may vary according to the product used

Thank you

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