

oterra®

A guide for shade options for jelly gums and gummies

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 101 WS



Source: Purple Sweet Potato

- Bright pink shade
- NOP compliant
- Minimally processed/ coloring foods

B-70-WSP



Source: Red Beet

- Cost efficient
- Suitable for neutral pH products

ColorFruit® Red 107 WSP +
FruitMax® Pink 101 WS



Source: Red Sweet Potato and
Purple Sweet Potato

- Customizable red to pink shades
- High strength powder of ColorFruit® Red 107 offers lower dosage benefit
- Heat and light stable

ColorFruit® Red 107 WSP +
FruitMax® Pink 101 WS



Source: Red Sweet Potato and
Purple Sweet Potato

- Customizable red to pink shades
- High strength powder of ColorFruit® Red 107 offers lower dosage benefit
- Heat and light stable

Benefits may vary according to the product used

Natural Red solutions



ColorFruit® Red 107 WSP



Source: Red Sweet Potato

- High strength powder for lower dosage
- Stable to heat, light and oxidation
- Flavor neutral
- Ambient storage

FruitMax® Red 107 WS



Source: Red Sweet Potato

- High strength
- Flavor neutral
- Less pH sensitive than other anthocyanin-based reds
- Minimally processed/ color foods

Red Blend N-311-WSS



Source: Vegetable Juice & Beta Carotene

- Stable to oxidation
- Preservative free

Red Blend N-220-WSS



Source: Beta Carotene & Vegetable Juice

- Emulsifier free
- Encapsulated for improved stability
- Ambient storage possible

Benefits may vary according to the product used

Natural Orange solutions



CapColors® A-8-WSS-145



Source: Annatto

- Cost efficient

P-20.000-EWS



Source: Paprika

- Cost efficient
- Transparent appearance in jellies
- Acid-proof formulation

SweetColor® Orange 1378



Source: Turmeric & Beta Carotene

- Cost efficient
- Ready to use liquid blend

FruitMax® Tangerine 501 WS



Source: Vegetable Juice & Beta Carotene

- Concentrated formulation for lower dosages
- Minimally processed/ coloring foods

Benefits may vary according to the product used

Natural Yellow solutions



LiquidCap® T-WSS-111



Source: Turmeric

- Improved stability due to encapsulation
- Liquid formulation with high coloring ability

ColorFruit® Yellow 400 WSS



Source: Beta carotene

- Liquid formulation with high coloring ability
- Encapsulated for improved stability

Capcolors® T-15-WSS-P-500



Source: Turmeric

- Emulsifier free
- Encapsulated for improved stability
- Ambient storage possible

FruitMax® Vanilla 420 WS



Source: Orange Carrot

- Minimally processed/coloring foods
- Easy to disperse

Benefits may vary according to the product used

Natural Green solutions



CapColors® T-15-WSS-P-500 +
SweetColor® Blue 926 WS



Source: Turmeric & Spirulina

- Customizable green shade with two colors

SweetColor® Green 1345 WSS-P



Source: Spirulina & Turmeric

- Preservative free powder
- Ambient storage possible

LiquidCap® T-WSS-111 +
FruitMax® Acai 310 WS



Source: Spirulina & Turmeric

- Customizable green shade with two colors

CapColors® T-15-WSS-P-500 +
FruitMax® Acai 300 WSP



Source: Turmeric & Spirulina

- Customizable green shade with two colors

Benefits may vary according to the product used

Natural Green solutions



ColorFruit® Green 1312 WSP



Source: Jagua & Turmeric

- Customizable green shade with two colors

Benefits may vary according to the product used

Natural Blue solutions



SweetColor® Blue 926 WS



Source: Spirulina

- Bright blue shade – especially for gummies
- Stable to oxidation
- Liquid formulation

FruitMax® Acai 310 WS



Source: Spirulina

- Stable to oxidation
- Preservative-free liquid formulation
- Minimally processed/ coloring foods

ColorFruit® Blue 900 WSP



Source: Jagua

- Cost efficient
- Unique blue shades
- Concentrated powder for low dosage

Benefits may vary according to the product used

Natural Violet solutions

Violet

ColorFruit® Purple 1303 WSP



Source: Jagua & Red Sweet Potato

- Cost efficient
- Concentrated powder for low dosage
- Easy to use, pre-made blend
- Unique purple shade

FruitMax® Acai 310 WS +
FruitMax® Pink 101 WS



Source: Spirulina & Red Sweet Potato

- Very stable to heat, light, low pH, and oxidation
- Unique violet shade pH < 5
- Minimally processed/coloring foods

FruitMax® Acai 310 WS +
FruitMax® Red 107 WS



Source: Spirulina & Red Sweet Potato

- Very stable to heat, light, low pH, and oxidation
- Red violet shade
- Minimally processed/coloring foods

Benefits may vary according to the product used

Thank you

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