

oterra®

# A guide for shade options for hard panned candies

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**



Source: Purple Sweet Potato

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

**B-50-WS**



Source: Red Beet

- Cost efficient
- Suitable for neutral pH products
- Bluish pink shades

**B-70-WSP**



Source: Red Beet

- pH independent
- Fuschia shade

**FruitMax® Red 107 WS**



Source: Red Sweet Potato & Black Carrot

- Unique bright red shade
- Heat and light stable
- High strength
- Flavor neutral
- Less pH sensitive than other anthocyanins
- Minimally processed/coloring foods

Benefits may vary according to the product used

# Natural Pink solutions

Pink

**FruitMax® Cranberry Bright 510 WS  
in syrup**



Source: Black Carrot

- Stable to heat, low pH, light and oxidation
- Contains only natural ingredients
- Minimally processed/coloring foods

Benefits may vary according to the product used

# Natural Red solutions



ColorFruit® Red 107 WSP in syrup



Source: Red Sweet Potato

- Unique bright red shade
- High strength
- Stable to heat and light
- Concentration excellent for panned products
- Flavor neutral
- Ambient storage possible
- Minimally processed/coloring foods

FruitMax® Cranberry Bright 510 WS + CapColors® Red ID 500 WSS in syrup



Source: Black Carrot & Natura Identical Beta Carotene

- Customizable shade using two colors

ColorFruit® Red 107 WSP in syrup



Source: Red Sweet Potato

- Unique bright red shade
- High strength
- Stable to heat and light
- Concentration excellent for panned products
- Flavor neutral
- Minimally processed/coloring foods

FruitMax® Red 108 WS in syrup



Source: Red Sweet Potato & Black Carrot

- Heat and light stable
- Flavor neutral
- Less pH sensitive than other anthocyanins
- Contains only natural ingredients
- Minimally processed/coloring foods

Benefits may vary according to the product used

# Natural Orange solutions



CapColors® Orange 400 WSS in syrup



Source: Beta Carotene

- Bright orange to red shade
- Stable to heat, low pH, and light
- Emulsifier-free

ColorFruit® Red 107 WSP +  
CapColors® T-15-WSS-P-500



Source: Paprika

- Bright orange shade
- Stable to heat, low pH, and light

CapColors® A-8-WSS-145 in syrup



Source: Annatto

- Bright orange shade
- Cost efficient
- Very stable to heat, light, and oxidation
- Emulsifier-free

CapColors® Red ID 500 WSS in syrup



Source: Nature Identical Beta Carotene

- Bright orange to red shade
- Stable to heat, light, and low pH
- Emulsifier-free

Benefits may vary according to the product used

# Natural Yellow solutions



LiquidCap® T-WSS-111 in syrup



Source: Turmeric

- Bright yellow shade
- High coloring ability
- Stable to light, heat, and oxidation
- Encapsulated for improved light stability
- Emulsifier-free

CapColors® T-15-WSS-P-500 in syrup



Source: Turmeric

- Bright yellow shade
- High coloring ability
- Stable to light, heat and oxidation – improved light stability
- Emulsifier-free
- Ambient storage possible

Benefits may vary according to the product used

# Natural Green solutions



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



Source: Turmeric & Spirulina

- Customizable green shade with 2 products

SweetColor® Green 1345 WSS-P  
in syrup



Source: Spirulina & Turmeric

- Yellowish green shade
- Stable to light and oxidation
- Preservative-free powder
- Minimally processed/coloring foods
- Ambient storage possible

I-Colors® Green 1370 WSP



Source: Spirulina & Turmeric

- Grass green shade
- Stable to light and oxidation
- No glycerin
- Minimally processed/coloring foods

ColorFruit® Green 1312 WSP in syrup



Source: Jagua Fruit & Turmeric

- Stable to heat and oxidation
- Customizable green shade with two products

Benefits may vary according to the product used

# Natural Blue solutions



FruitMax® Acai 300 WSP in syrup



Source: Spirulina

- Bright blue shade
- High coloring content for lower application dosage
- Minimally processed/coloring foods
- Ambient storage possible

FruitMax® Acai 310 WS in syrup



Source: Spirulina

- Bright light blue shade
- Stable to light and oxidation
- Liquid formulation, ready to use
- Preservative-free
- Minimally processed/coloring foods

ColorFruit® Blue 900 WSP in syrup



Source: Jagua Fruit

- Unique blue shade
- Stable to heat and oxidation

Benefits may vary according to the product used

# Natural Violet solutions



ColorFruit® Purple 1303 WSP in syrup



Source: Jagua Fruit & Red Sweet Potato

- Stable to heat and oxidation

B-70-WS-P in syrup



Source: Red Beet

- Fushia shades in candy
- Suitable for neutral pH products

B-50-WS in syrup



Source: Red Beet

- Blueish pink shades
- Cost efficient
- Suitable for neutral pH products

ColorFruit® Red 108 WSP in syrup



Source: Black Carrot

- Reddish-violet shades
- Concentrated for lower dosage
- Flavor neutral
- Stable to heat, light, low pH, and oxidation
- Ambient storage possible

Benefits may vary according to the product used

# Thank you

*All information contained herein is presented in good faith and is, to the best of our knowledge and belief, true and reliable. The Information is given for general informational purposes, and there here is no warranty being extended as to its accuracy, completeness, currentness, non-infringement, merchantability or fitness for a particular purpose. The information provided is confidential and privileged and must be kept with strict confidence and only be shared to the intended recipients within your company. The information may not be disclosed to any third parties or copied, published or re-distributed without the prior express written consent of Oterra A/S*