oterra™

Confectionery quick *guide*

Our top natural color matches for each FD&C shade*, in hard panned candy and gummies.

*Based on regulatory approved US raw materials.
Check national legislation to ensure compliance.

Natural color confidence—powered by experience and protected by supply.

The race to replace FD&C colors is on—and supply pressures are rising. Waiting risks limited availability and fewer shade options . Securing the right shade early isn't just smart; it's essential.

That's why brands choose Oterra.

With 150 years of deep natural color expertise, Oterra gives you both confidence and continuity. Our integrated global supply chain and multiple sourcing points keep your color secure, stable, and ready when you are

Our team partners with you end-to-end -from custom solutions and pilot support, our experts work with you to craft colors for confectionery that don't just meet new standards—they elevate your shelf presence.

Ready to make the switch simple?

Explore our top natural matches for every FD&C shade.

Your natural color journey starts here.

Don't see your perfect color match? Click *here* and let us guide you.

Converting hard panned candy

Red from Red 40

Benefits
- Unique bright shades
- Concentration excellent for panned products
- Flavor neutral
- Ambient storage possible

Raw materials: Red sweet potato

- Powder
- 3.0-5.0
- High
- High
- Water soluble

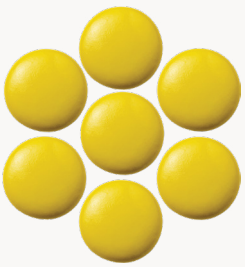
Orange from Yellow 6

Benefits
- Encapsulated for stability
- Bright orange shades

Raw materials: Beta-carotene

- Liquid
- 3.0-8.0
- High
- High
- Water soluble suspension

Yellow from Yellow 5



Benefits
- Encapsulated for stability
- Good for confectionery

Raw materials: Turmeric

- Liquid
- 3.0-7.0
- High
- Medium
- Water soluble suspension

*Benefits may vary according to the product used

Don’t see your perfect color match? Click *here* and let us guide you.

Converting hard panned candy

Green from artificial blends

Benefits
- Encapsulated turmeric for stability
- Customizable color with two products

Raw materials: Turmeric & Spirulina

Powder

Turmeric - 3.0-8.0
Spirulina - 4.5-8.0

Turmeric - High
Spirulina - Low

Medium

Turmeric - Water soluble
Spirulina - Water dispersible

Blue from Blue 1 & Blue 2

Benefits
- Stable to oxidation
- Bright blue shades
- Ambient storage

Raw materials: Spirulina

Powder

4.5-8.0

Low

Medium

Water dispersible

Pink from Red 3

Benefits
- Minimally processed/ coloring foods

Raw materials: Purple sweet potato

Liquid

3.0-4.5

High

High

Water soluble

*Benefits may vary according to the product used

Don't see your perfect color match? Click here and let us guide you.

Converting gummies

Red from Red 40

Benefits
- Unique bright shades
- Concentration excellent for panned products
- Flavor neutral
- Ambient storage possible

Raw materials: Red sweet potato

Powder
3.0-5.0
High
High
Water soluble

Orange from Yellow 6

Benefits
- Cost efficient
- High strength
- Intense orange shades

Raw materials: Annatto

Liquid
3.0-8.0
Medium
Medium
Water soluble suspension

Yellow from Yellow 5

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

Raw materials: Turmeric

Liquid
3.0-7.0
High
Medium
Water soluble suspension

*Benefits may vary according to the product used

Don't see your perfect color match? Click here and let us guide you.

Converting gummies

Green from artificial blends

Benefits
- Encapsulated for stability (turmeric)
- Customizable shades with two products

Raw materials: Turmeric & Spirulina

Turmeric - Powder
Spirulina - Liquid

Turmeric - 3.0-8.0
Spirulina - 4.5-8.0

Turmeric - High
Spirulina - Low

Turmeric - Medium
Spirulina - Medium

Water soluble

Blue from Blue 1 & Blue 2

Benefits
- Stable to oxidation
- Bright blue shades
- Preservative free option

Raw materials: Spirulina

Liquid

4.5-8.0

Low

Medium

Water soluble

Pink from Red 3

Benefits
- Minimally processed /coloring foods

Raw materials: Purple sweet potato

Liquid

3.0-4.5

High

High

Water soluble

*Benefits may vary according to the product used

Don't see your perfect color match? Click here and let us guide you.

Let us help you

Useful tips to ensure a *smooth* conversion

Our team of experts in applications, innovation and regulatory affairs have an extensive experience in helping our customers. Whatever your challenges, we have solved them before and we are here for you all the way - let us help make natural colors easy.

Eight considerations when working with natural colors

1. Regulatory compliance
Our Regulatory Affairs team is here to assist in labeling and documentation needs.

2. Macro ingredients
Our experts can advise pigments that do not negatively interact with macro ingredients such as sugars, sweeteners, proteins and fats.

3. Product pH
Color functionality can be affected by pH, we can advise the best solutions to avoid color shifts and precipitation.

4. Flavor
Avoid unwanted reactions between flavor and color systems with our expert knowledge.

5. Fortification
Vitamins and minerals can degrade, or stabilize pigments, we'll ensure you get the right ones!

6. Production processes
With over 150 years of experience, we can offer the correct pigments to resist the worst of the shear, temperatures and pressures from your process.

7. Packaging
Our applications team are here to help avoid pigments staining your packaging.

Secure supply chain
You can rely on Oterra for a consistent supply of safe, reliable natural colors thanks to our global sourcing and close contact to the farmers that grow the raw materials.

Don't see the shade you are looking for?

Let our experts help you, book a session *here*.