



oterra™

The future's bright,
the future's *yellow!*

ColorFruit® Pet Yellow 1060 WSS-P
A natural yellow color for cat and dog foods

A bright, AAFCO-natural compliant turmeric color that helps pet food manufacturers achieve vivid yellow shades without synthetic colors. Perfect for kibble, wet canned foods, semi-moist and baked treats.

Yellow is everywhere

Of the global pet food launches in the last three years, at least:

1426 contained a yellow color

70% of these contained a synthetic color

In the US, the proportion is higher than the global average:

464 products launched with a yellow color

84% of these containing synthetics

Source: Innova new products database, launches 3 yrs prior to March '26 – yellow colours include tatzazine, turmeric/curcumin, lutein, riboflavin.



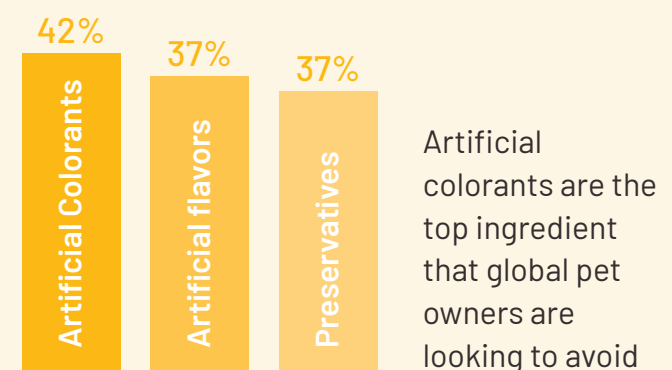
The future is natural

35% Global pet owners state **Natural/Clean label** is one of the top pet food claims influencing product choice



Source: Innova pet owners survey 2026

Which ingredients are you trying to avoid in pet food?



Petfood manufacturers have a clear opportunity to replace artificial yellows with natural ingredients, aligning with evolving customer expectations.

Introducing ColorFruit® Pet Yellow 1060 WSS-P

A bright, natural yellow designed for pet food

- AAFCO-natural compliant turmeric color
- Easy to use, fast dispersing color
- Gives vibrant yellow to golden shades in:
 - Extruded kibble
 - Baked treats
 - Semi-moist treats
 - Wet/canned foods
- Ambient storage
- A great alternative to tartrazine/yellow 5



Dry extruded 0.10%



Semi-moist treats 0.07%



Baked treats 0.15%



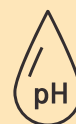
Loaf style 0.20%



Water
Dispersible



Heat Stable



pH Stable

A gateway to greens and browns

ColorFruit® Pet Yellow 1060 WSS-P blends seamlessly with other colors to unlock a wide range of vibrant shades.

Brown

Create warm, appetizing brown shades with black carrot – without relying on caramel colors.



ColorFruit® Pet Purple 140 WSP 0.156%
ColorFruit® Pet Yellow 1060 WSSP 0.025%

Green

Pair with Oterra's Jungle Blue (where permitted) to unlock bright, natural greens that can replace synthetic and chlorophyll-based alternatives.



ColorFruit® Pet Blue 900 0.109%
ColorFruit® Pet Yellow 1060 WSSP 0.07%

ColorFruit® Pet Blue 900 0.1%
ColorFruit® Pet Yellow 1060 WSSP 0.1%

ColorFruit® Pet Yellow 1060 WSS-P			
Source	Turmeric 		
GIN	727619	Strength	14 - 15%
Shelf-life	365 days 10 - 30 °C / 39 - 86 °F		
Suitable applications	Pet food (cats and dogs): Dry extruded, baked and semi-moist treats, wet.		
Association of American Feed Control Officials (AAFCO) Natural compliant			
Good alternative to artificial tartrazine/ FD&C yellow 5			

Ready to make the switch?

Move from synthetic yellows to a natural turmeric solution designed specifically for pet food applications.

Contact us

for samples, technical support and application guidance.

