



## **Sensient® Colors Announces Breakthrough Purification Technologies That Achieve More Vibrant Natural Color Shades**

*New Pure-S™ Naturals overcome flavor off-note challenges*

St. Louis, Missouri – November 20<sup>th</sup>, 2014

Sensient® Colors, a division of Sensient Technologies (NYSE:SXT) today announced it is introducing a new line of natural colors under the Pure-S™ brand. These innovative new natural colorants open up the possibility of employing some of the most vibrant botanical shades nature has to offer.

Previously, the use of natural color derived from sources such as red radish, red cabbage, and paprika was limited in most food and beverage applications. Despite the attractive color shades attainable with these extracts, their viability was limited due to undesirable flavor and odor off-notes. As a result, food brands have either settled for less appealing color shades or postponed plans to transition formulations from synthetic to natural.

After two years of work, a global team of Sensient scientists from R&D centers in Germany, Italy and the United States has developed a unique set of new technologies to purify a range of natural color extracts from botanical sources. Sensient's new Pure-S™ Naturals are an important development for food brands that want to achieve vivid color shades without the use of synthetic colors or non-Kosher natural options.

"These technical breakthroughs in natural color purification open up a wide range of possibilities for the food industry. Pure-S™ Natural Red, for example, offers a bright strawberry red shade that can be used as a replacement for carmine or as an alternative to FD&C Red 40" explained Dr. Roland Beck, Managing Director of Sensient Food Colours Europe.

"Natural food colors have always presented a complex set of challenges for product developers and a few years ago we launched an R&D initiative to eliminate the performance and cost gap between synthetic and naturally derived colors. I am very proud that three of our leading global R&D centers, working collaboratively, were able to achieve an important milestone towards reaching that goal." stated Michael Geraghty, President of Sensient Colors LLC.

The new Pure-S™ color range is ideal for use in many food applications, notably for the confection and beverage markets.



### **About Sensient Food Colors**

Sensient Colors brings life to products, adding color and visual enjoyment to food and beverage applications worldwide. Offering unparalleled color innovation and proprietary technologies, Sensient Food Colors applies industry defining color expertise, enhancing brand value through premium sensory appeal and performance. Sensient Colors, LLC is located in St. Louis, Missouri.

### **About Sensient Technologies**

Sensient Technologies Corporation is a leading global manufacturer and marketer of colors, flavors and fragrances. Sensient employs advanced technologies at facilities around the world to develop specialty food and beverage systems, cosmetic and pharmaceutical systems, inkjet and specialty inks and colors, and other specialty and fine chemicals. The Company's customers include major international manufacturers representing most of the world's best-known brands. Sensient is headquartered in Milwaukee, Wisconsin.