



**Sensient Colors LLC**  
2515 N. Jefferson Ave.  
Saint Louis, MO 63106-1939  
Tel 314-889-7600  
Fax 314-658-7314  
[www.sensientfoodcolors.com](http://www.sensientfoodcolors.com)

## **FOR IMMEDIATE RELEASE**

Jeanette Ziegler  
314-889-7600  
[jeanette.ziegler@sensient.com](mailto:jeanette.ziegler@sensient.com)

### **Replace 4-MeI with Sensient® Natural Brown Color Alternatives**

ST. LOUIS, MISSOURI—January 30, 2014—Sensient® Colors LLC, a business unit of Sensient Technologies Corporation (NYSE:SXT) and the global leader in food colors, announces Natural Brown, a new color platform that provides rich brown alternatives to caramel and certified colors. Sensient’s Natural Brown colors retain a wide pH range of stability and can be used across all food applications.

“Natural Brown extracted from natural vegetable juice sources delivers a clean label including 4-MeI free, cocoa and caramel color replacements. Sensient’s Natural Brown replicates the bold shades of certified colors and offers appealing natural colors ranging from buttery yellow brown to deep auburn, providing possibilities for every food and beverage,” says Mike Geraghty, President, Color Group, Sensient Technologies Corporation. Natural Brown has multiple color delivery systems available to meet any production need, including liquid, powder and dispersion forms. Sensient’s new brown colors have also proven to be extremely pH, light and heat stable.

## ABOUT SENSIENT COLORS LLC

Sensient Colors brings life to products, adding color and visual enjoyment to food and beverage applications worldwide. Offering unparalleled color innovation and proprietary technologies for over 100 years, Sensient Food Colors applies industry defining color expertise, enhancing brand value through premium sensory appeal and performance.

Sensient Colors LLC is a unit of Sensient Technologies Corporation, 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 many of the world's best-known brands.

[www.sensientfoodcolors.com](http://www.sensientfoodcolors.com)