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**SENSIENT FLAVORS UNVEILS BREAKTHROUGH IN
NATURAL MASKING TECHNOLOGY**

Smoothenol® 2G uses emerging science to enhance taste and block bitterness

HOFFMAN ESTATES, Illinois — The solution to masking bitterness, astringency and other off-notes is not usually found in a single molecule or ingredient, but in an entire toolbox of ingredients that work together to mask off-notes and enhance flavor. Sensient Flavors has unveiled this solution in its proprietary, all-natural Smoothenol 2G® line of ingredients.

Smoothenol 2G is designed to enhance the palatability of food, beverage and health products by masking undesirable off-notes commonly associated with sweeteners, caffeine, alcohol, vitamins and minerals, nutraceutical and functional ingredients. By modifying the sensory perception of these ingredients, Smoothenol 2G essentially eliminates potential aftertaste in a product, meeting the industry need for a masking solution that optimizes taste and is flexible enough to meet specific formulary needs of the finished product, without compromising performance or resorting to artificial additives.

Sensient scientists created Smoothenol 2G with the latest developments in flavor chemistry in mind, offering a sophisticated masking technology that mirrors the emerging science surrounding taste receptors. Smoothenol 2G allows

formulators to develop complex masking systems capable of blocking with multiple receptor sites, and inhibiting the transmission of a signal to the brain.

“The Smoothenol 2G line was developed using advanced knowledge of receptors and ligand design, offering formulators the flexibility of customizing the optimal masking solution while simultaneously maintaining an all-natural label,” said David Bom, technology development manager at Sensient Flavors. “Yesterday’s masking technologies were based on a single-compound approach that we now know is at odds with the reality of taste receptors.”

Because Sensient scientists have a portfolio of variations at their fingertips, Smoothenol 2G is easily customizable for a variety of masking needs and applications. Sensient’s team of experts work with formulators to assess a product’s needs, modify the Smoothenol 2G system to best meet those needs, and combine them with a product’s base to create an optimal, one-of-a-kind solution.

US and EU compliant, the GMO-free proprietary technology system, Smoothenol 2G works by modifying the consumer sensory perception and essentially eliminating off-notes— all without artificial ingredients. It provides formulators with an effective solution to issues ranging from chalkiness to bitterness to astringency to alcohol burn, along with other negative taste attributes found in nutritionally enhanced or artificially sweetened foods and beverages.

The Smoothenol 2G portfolio includes ingredients that are formulated to be used in concert to achieve optimal taste and are tailored by Sensient scientists to meet the specific needs of individual applications, including:

- **BitterFix**, which masks the wide variety of negative flavors associated with natural and artificial sweeteners

- **AstringentFix**, which smooths the dry mouthfeel caused by tannins in fruit, tea and red wine
- **FunctionalFix**, which reduces metallic off-notes caused by added proteins, omega 3s, vitamins and minerals
- **BurnFix**, which masks the perception of alcohol burn in spirits
- **SourFix**, which softens sour notes associated with citric acid and acidulants in lemonade and citrus-flavored drinks

The addition of Smoothenol 2G provides manufacturers with a multipronged, positive effect that centers around enhancing the taste of the finished product. Smoothenol 2G is flexible and versatile, adaptable to almost any base and all-natural, so manufacturers don't need to compromise on the label to achieve their taste and formulary goals. Because it requires relatively small quantities to achieve its purpose, Smoothenol 2G is cost-effective.

A backgrounder, "A Breakthrough Approach in Natural Masking Technology" is available for download at <http://goo.gl/Kn0HRI>.

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About Sensient Flavors LLC:

Sensient Flavors LLC is a unit of Sensient Technologies Corporation and is one of the world's leading flavor companies, operating in 30 countries. Sensient Flavors' innovative technologies offer optimal choices for complete flavor system development.

Sensient Technologies Corporation is a leading global manufacturer and marketer of flavors, colors and fragrances. It employs advanced technologies to develop specialty food and beverage systems, cosmetic and pharmaceutical

systems, inkjet and specialty inks and colors, and other specialty and fine chemicals.

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