



Sensient Colors LLC
2515 N. Jefferson Ave.
Saint Louis, MO 63106-1939
Tel 314.889.7600
Fax 314.658.7318
www.sensientfoodcolors.com

FOR IMMEDIATE RELEASE

Contact: Keith Laakko
(314) 889-7600
keith.laakko@sensient.com

Sensient® Colors LLC Introduces DustPro *NXT*[™] Natural Colors with Low-Dust Benefits and Improved Solubility

ST. LOUIS, MISSOURI—April 16, 2013—Sensient Colors LLC, a business unit of Sensient Technologies Corporation (NYSE:SXT) and the global leader in natural colors, introduces DustPro *NXT*[™] natural color powders, an innovative product line that extends Sensient’s industry-leading natural color portfolio. DustPro *NXT* significantly reduces dust levels while improving color solubility compared to traditional natural color powders.

Sensient’s research and development team created new DustPro *NXT* natural colors to prevent color particulates from sticking together, improve pouring capabilities and minimize dust accumulation. When added to water, it dissolves rapidly and reduces mixing time. DustPro *NXT* also has a greater shelf life and lower shipping costs than liquid natural colors.

DustPro *NXT* natural colors are ideal in beverage, dairy, baking, and processed food applications. A vivid, full color spectrum is available including customized colors to meet specific shade requirements.

“The DustPro *NXT* product line gives our customers a new natural color alternative. While these natural color powders minimize important dust and cross-contamination concerns, they also have the extra benefits of extended shelf-life, reduced clean-up time, and easier shipping. We see our natural color science quickly closing the gap with synthetic color technology every day, and Sensient works hard to create easy, compatible, turn-key color solutions to advance the natural colors market,” says Mike Geraghty, President, Color Group, Sensient Technologies Corporation.

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.

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