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FOR IMMEDIATE RELEASE

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Replace Titanium Dioxide with Sensient® Colors LLC New Avalanche™

ST. LOUIS, MISSOURI—July 26, 2013—Sensient Colors LLC, a business unit of Sensient Technologies Corporation (NYSE:SXT) introduces Avalanche™; the first titanium free opacity agent. Available exclusively from Sensient, Avalanche delivers the only clean label alternative to titanium dioxide white powder that does not require California Proposition 65 labeling. Avalanche has no flavor off-notes so it is also an excellent substitute in calcium carbonate applications. Avalanche is GMO and allergen free. It can be used in all pH systems. With its superior performance coating characteristics, Avalanche can enhance the visual appearance and texture of finished products. It is ideal for confection and topical applications where it can replicate sugar and reduce calories.

“Our customers have been looking for an alternative to titanium dioxide and calcium carbonate to use in food applications. The world class Sensient R&D team created Avalanche to answer customers’ needs. Our titanium-free Avalanche product not only provides an alternative opacity solution, but also offers processing, visual and technical advantages over titanium dioxide and calcium carbonate. These benefits include superior coating performance, the ability to simulate sugar without adding calories to cereal and the elimination of flavor off-notes commonly associated with calcium carbonate,” 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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