



Natural Colors

by Prodalim

Natural Colors

Consumers today expect transparency. With growing awareness of health and clean label trends, natural colors have become the preferred choice in food and beverage development. They signal quality, safety, and trust - aligning with the demand for simple, plant-based ingredients.

Coloring Foodstuffs

Coloring foodstuffs are edible ingredients that impart color to food without being classified as additives. They're made from fruits, vegetables, algae, flowers, and spices. Unlike traditional color additives, they retain the flavor and nutrients of their source, are labeled as ingredients (not E-numbers).

Examples include:

- **Yellow** – Safflower
- **Red & Purple** – Beetroot, black carrot, radish, purple sweet potato
- **Blue & Green** – Spirulina
- **Orange** – Orange carrot
- **Brown** - Apple, Malt

NaturaPro

Natural Colors

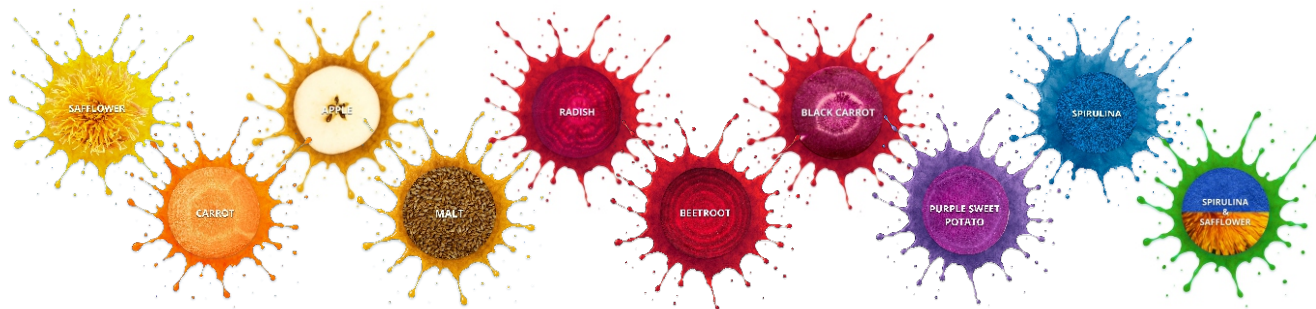
Natural colors also include selectively extracted pigments such as anthocyanins, carotenoids, or chlorophyll from natural sources. These are more concentrated, used as additives, and offer vibrant and stable coloring options for a wide range of applications.

Artificial Colors vs. NaturaPro and VivaPro

	ARTIFICIAL COLORS	VivaPro COLORING FOODSTUFFS	NaturaPro NATURAL COLORS
SOURCE 	Mainly Petroleum	Edible Materials	Natural Sources setroleum
PROCESSING 	Chemically Processed	Simple Processing	Selectively Extracted
LABELLING 	Food Additives	Food Ingredient - CLEAN LABEL	Food Additives

Portfolio of Colors and Natural Sources

- **Yellow**
- **Orange**
- **Red**
- **Brown**
- **Purple**
- **Blue**
- **Green**



Versatile Applications



Incorporating natural colors is not just a choice, but a necessity for modern F&B businesses:

Health & Safety

Plant-based colors are free from synthetic chemicals—ideal for sensitive consumers and clean-label seekers.

Consumer Demand

People are actively choosing products without artificial additives. Using natural colors builds trust and boosts loyalty.

Visual Appeal

Bright, natural hues enhance the look and feel of your product—because we eat with our eyes first.

Sustainability

Many natural color sources are renewable and eco-friendly, resonating with environmentally-conscious customers.

Regulatory Ease

Natural options reduce risk and help you stay ahead of changing food safety regulations.

Brand Differentiation

Stand out by prioritizing health, quality, and transparency.



Embrace the power of natural colors and let your products shine with the true hues of nature. Not only will you meet the evolving preferences of today's consumers, but you'll also contribute to a healthier, more sustainable future.

Our Natural colors, begin their journey at the source - developed through **Prodalim's** vertically integrated tree-to-table supply chain, and transformed into clean-label, natural solutions.

At **Prodalim**, a global leader in juice solutions and specialty ingredients, we reimagine nature into unlocking hidden value through circular economy practices and innovation.

With our global footprint and deep commitment to sustainability, we deliver high-quality ingredients that make a real difference for both people and planet. Visit our site www.prodalim.com to learn more.

