

FOOD COLORANTS

A Complete Line of GFSI
Food Colorants



vivify

COLOR
INGREDIENTS
INNOVATION



PRODUCT LIST

A complete line of GFSI Food Colorants for the USA and Canadian markets.

*GFSI *Halal *Kosher *Non-GMO *Organic

Natural Food Color:

- Clean Label
- Natural Lakes

Synthetic Food Color:

- FD&C Dyes, Lakes

Custom Color Innovation For New Products:

- Liquids
- Oil Dispersions
- Powder Blends
- Pre-weighed Packages
- Technical Expertise In Color Matching & New Color Development



Technical Assistance Using Natural Color In Your Application.

Suitable For Other Food & Non Food Applications:

- Agriculture
- Cannabis
- Food Grade Ink
- Household, Institutional & Industrial
- Marking Pens
- Nutraceutical
- Personal Care
- Pharmaceutical

NATURAL BLENDS

Custom Blending For New Products

Vivify provides a complete line of Calico Natural Colors to serve the U.S. market and we can help you navigate the labeling and regulatory environment.

Food consumers have more choices available to them today than ever before. This increasingly specialized and diversified market requires food manufacturers to rapidly address ever-evolving customer tastes and demands.

Our job is to help our customers respond to changing market dynamics with innovative solutions. Whether it is key ingredient inclusion, "free from" labeling, addressing a niche consumer demand, satisfying a company marketing mandate, or implementing a R&D initiative – we can help you achieve your goal.

With over 1,000 custom product formulations, including; powder blends, liquids and oil dispersions; our team can help you solve any color challenge.

Our customers have come to rely on us for technical expertise in color matching, new color development and color problem solving. With our on-site lab, you can ensure that our technical team is ready to get to work for you with next-day samples.





Product Types:

- Blends
- Dispersions
- Lakes
- Liquids
- Oil Soluble
- Organic
- Powders
- Water Soluble

Application Considerations:

- pH
- Solubility
- Light & Heat Stability
- Oxygen Sensitivity

Technical assistance includes:

- Regulatory Assistance
- Expert Color Matching
- Application Advice

Other colors include:

- Synthetic Dyes
- Lakes
- Blends



NATURAL COLORS

The Right Recipe for a Clean Label Future.





Red Shades

Type	Color	Source	Shade
Anthocyanins (Vegetables)	Red / Purple	Carrot, Red Cabbage, Purple Sweet Potato, Red Radish	
Anthocyanins (Fruits)	Red / Purple	Grape, Elderberry, Maqui	
Beetroot	Red	Red Beetroot	
Carmine	Red	Cochineal Insect	
Lycopene	Red / Orange	Tomato	
Paprika	Red / Orange	Red Pepper	

Yellow and Orange Shades

Type	Color	Source	Shade
Carotenoids	Yellow / Orange	Annatto Seed Beta Carotene	
Curcumin	Yellow	Turmeric	

Other Shades

Type	Color	Source	Shade
Caramel	Brown	Caramelized Sugar	
Chlorophyll	Green	Green Leaf	
Spirulina	Blue	Algae	
Titanium Dioxide	White	Anatase	

NATURAL LAKE COLORS

True Lake pigments that are direct replacements for Synthetic Lake colors.

PROFILE

High-performing natural pigments:

- Odorless & Flavorless
- High Color Strength
- Entirely From Plant Origins
- Wide Array Of Colors
- Certified Kosher
- Uniform Visual Appearance (no speckling)
- Compatible With Most Dispersion Systems
- Vegan

A safe alternative that satisfies the highest industry standards:

- Very Fine Powders Made Up Of Natural Dyes, Encapsulated In A Water-Insoluble Protein Matrix
- No Aluminum Salt As Found In Artificial Pigments
- Allergen Free

APPLICATIONS

Confectionary:

- Ideal For Pan Coating Operations
- Available Dispersed In Sucrose, Vegetable Oil, Propylene Glycol Or Glycerine
- Offered In A Wide Variety Of Colors
- Will Not Bleed And Gives An Even Coverage

Spice & seasoning blends:

- Blends Evenly With Most Powders
- No Speckling
- No Off Flavors









Tableting for food, pharmaceutical or supplements:

- Blends In Perfectly To Give Even Coverage With No Spots Or Specks
- Can Be Dispersed With Film Coating Systems
- No Bleed Or Off Flavors

Fats & compound coatings:

- Blends Smoothly Into Fat Based Systems
- Available Predispersed In Vegetable Oils
- Good Stability & Chromaticity



Product Code	Color	Coloring Principle	Sensitivity	Shade
CA1800	Red	Beetroot	Heat	
CA1857	Purple	Red Cabbage	pH	
CA1858	Yellow	Turmeric	Light	
CA2745	Yellow	Riboflavin	High Heat	
CA2251	Orange	Annatto	pH	
CA2252	Blue	Red Cabbage	pH	
CA2615	Sky Blue	Spirulina	pH & Heat	
CC3494	Green	Spirulina / Turmeric	pH, Heat & Light	



Product Types:

- Primary Colors
- Low & High Dye Content Lakes
- Blends
- Liquid Colors
- Lake Dispersions:
 - Sucrose
 - Vegetable Oil
 - Glycerin
 - Propylene Glycol
 - Trans Free Available

Applications: Dyes

- Beverages
- Desserts
- Pet Foods
- Baked Goods
- Cereals
- Confections








Applications: Lakes

- Low Moisture Content Products
- Surface Applications
- Snacks
- Panned Confections

Technical Assistance Includes:

- Regulatory Advice
- Expert Color Matching
- Application Advice

SYNTHETIC DYES & LAKES: FD&C COLORS

Dye	EU Number	Color Name	Shade
FD&C Blue 1	E133	Brilliant Blue FCF	
FD&C Blue 2	E132	Indigotine	
FD&C Green 3	E143	Fast Green FCF	
FD&C Red 3	E127	Erythrosine	
FD&C Red 40	E129	Allura Red	
FD&C Yellow 5	E102	Tartrazine	
FD&C Yellow 6	E110	Sunset Yellow	

Lake	EU Number	Color Name	Shade
FD&C Blue 1	E133	Brilliant Blue Lake	 
FD&C Blue 2	E132	Indigotine Lake	 
FD&C Red 40	E129	Allura Red Lake	 
FD&C Yellow 5	E102	Tartrazine Lake	 
FD&C Yellow 6	E110	Sunset Yellow Lake	 



SPECIALTY & CUSTOM INGREDIENTS

We Can address your Application-Specific needs with Best-In-Class products from our global partners



PARTNERS



NATURE'S TRUE COLORS

When we say "Nature's True Colors", we mean exactly that—true colors from nature. California Natural Color offers a wide selection of color concentrates and dried crystals to the food, beverage, and nutraceutical industries.

- Colors From Fruit and Vegetable Sources
- Unique Liquid and Crystal Color Systems
- Clean Label Colors
- No Carriers or Additives
- Superior Color Stability

www.californianaturalcolor.com



LYCORED

Lycored is a global leader in lycopene color ingredients for food and beverages, harnessing nature's rainbow to deliver you brilliant yellows, oranges, pinks and reds that can withstand even the most demanding processing and storage conditions.

- Products Made from Tomatoes
- Certified Kosher & Halal
- Vegetarian Friendly & Non-GMO
- Heat, Light and pH Stable
- Clean Label
- More Packaging, Display and Storage Flexibility

www.lycored.com



SUGAR & SODIUM ENHANCEMENT WITH NATURAL FLAVORS

SciTech Ingredients' enhancers are proprietary natural flavors developed to enhance a multitude of attributes including mouthfeel, bitterness masking and the perception of sweetness enhancement.

- Natural Flavor Enhancer
- Mouthfeel/Sweetness/Cocoa/Salt Enhancers
- Masking

www.scitechingredients.com

07.2021



Vivify Company

561 Mitchell Rd.
Glendale Heights IL
60139 USA

O +1 630.469.3838
F +1 630.469.2255

www.vivifycompany.com
info@vivifycompany.com



Scan QR code to visit
our website for more
product information



vivify

COLOR
INGREDIENTS
INNOVATION