

# FOOD COLORANTS & INGREDIENTS

A Complete Line of GFSI  
Food Colorants & Ingredients



**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	



# FD&C DYES & LAKES

## 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





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	





# CALICO PEARLS

Introducing Calico Pearlescent Pigment!

Product Code	Color	Shade
CA2896	Silver	
CA2904	Blue	
CA2905	Green	
CA2906	Violet	
CA2908	Gold	



PROFILE

- Powders
- Particle Size: 10 – 60 µm  
\* More Options Available
- Contains Mica and TiO<sub>2</sub>
- Kosher Certified
- Allergen Free
- Apply To The Surface Or  
Directly To The Product

APPLICATIONS

- Cereals
- Confections
- Frostings
- Gelatin Desserts
- Hard And Soft Candies  
(Including Lozenges)
- Bakery Product
- Alcoholic Beverages
- Nutrition Supplement Tablets  
And Gelatin Capsules
- Chewing Gum

Technical Assistance includes:

- Regulatory Assistance
- Expert Color Matching
- Application Advice

# 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.



[www.californianaturalcolor.com](http://www.californianaturalcolor.com)

ORGANIC RICE & TAPIOCA PRODUCTS

GluCorp was created for the sole purpose of contributing to healthier food by supplying the food processing industry with non-refined organic and natural products using an environmentally friendly production process.



[www.glucorp.com](http://www.glucorp.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.



[www.lycored.com](http://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.



[www.scitechingredients.com](http://www.scitechingredients.com)

For Sample requests, please contact your Vivify representative or send an email to [samples@vivifycompany.com](mailto:samples@vivifycompany.com)

05.2022

## Vivify Company

561 Mitchell Rd.  
Glendale Heights IL  
60139 USA

O +1 630.469.3838  
F +1 630.469.2255

[www.vivifycompany.com](http://www.vivifycompany.com)  
[info@vivifycompany.com](mailto:info@vivifycompany.com)



Scan QR code to visit  
our website for more  
product information