

## What's in a name?

### SteadfastScarlet™

The meaning of STEADFAST is: "fixed in place," resolutely or dutifully firm and unwavering.

The word SCARLET means bright or brilliant red color with a tinge of orange – descriptive for that color.

### ResilientRed™

RESILIENT "Something that is resilient is strong and not easily damaged."

RED having the color of blood or fire.

### ResoluteRuby™

RESOLUTE is defined as "firmly resolved or determined; set in purpose," having or showing great determination.

RUBY dark red in color.

### ConstantCrimson™

CONSTANT definition is "marked by firm, steadfast, resolution or faithfulness," or that does not change.

The word CRIMSON meaning is "strong, bright, deep red color combined with some blue or violet."

#### Notes

The % figure for dosage is for the addition of product and the ppm is for the Lycopene or BetaCarotene content.

These are guideline dosages for various food categories the quantity required may vary depending on the product formulation, processing parameters etc.

ResoluteRuby A is for solids only.

#### Disclaimer

The information contained in this document (as well as any advice or assistance) is provided by Lycored only as a courtesy and is intended to be general in nature. Any uses suggested by Lycored are presented only to assist our customers in exploring possible applications. Each customer is solely responsible for determining whether the Lycored products are suitable for such customer's intended use, and for obtaining any necessary governmental registrations and approvals for such customer's production, marketing, sale, use and/or transportation of finished goods using or incorporating the Lycored products.

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## Welcome to the Lycored® Superstable Color Guide.

Our aim is to make the selection and use of our coloration range user-friendly, fast and efficient based on hue and shade direction.

Our product names reflect both the hue and typical benefits of steadfastness, consistency, resilience and vibrancy which is typical of this range.

Each of the color families represent a color range based on hue value. You will see each product family listed in descending order of hue value, and also highlighting how the color displays in a solid sugar icing, white based milk and transparent water at extremes of dosage. This will be shown as parts per million (ppm) of the source pigment (Lycopene or BetaCarotene).

To make product selection more effective we have highlighted products that are specifically clear or dry (powder) by including these attributes in the name.

Where some color variants are a relatively similar shade, they exist in the same family, but may apply more specifically in one application type or another, so we have highlighted areas of star performance and other related application areas to guide you. Those denoted with A in the name are the star performers in that shade family.

All of the color products listed in this guide are non-GMO, GMO Certified, vegan, kosher, halal and entirely allergen free. Our super stable colors are pH independent, true to fruit varieties where required, non-migrating, stable to tough processing, resistant to rigorous light and temperature conditions and are taste neutral.

**Come color with us!**







## What's in a name?

### OrangeOvation™

ORANGE is the color, it is descriptive of the citrus fruit of that color.

The word OVATION means clapping, applause, and therefore implying celebrating an impressive performer.

### GoldHold™

GOLD is the common name of the color GOLD, the precious metal, a flaxen shade.

The word HOLD means to keep or maintain position.

### StellarYellow™

The word STELLAR is defined as being "related to a star or stars," or "having the quality of a star."

YELLOW having the colour of lemons or butter.

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