

# EVtene™

# Natural Plant-Derived

# Color



## Description & Introduction

**EVtene™** natural mixed-carotene complex is a reddish vegetable oil concentrate of natural occurring mixture of carotenes (predominantly beta- and alpha-carotene), extracted from NON-GMO & Sustainable Malaysian Palm Fruit Oil.

Both alpha-carotene and beta-carotene are both important as precursors for vitamin A. The carotene composition of **EVtene™** is similar to natural carotene mixture in carrots.

## Benefits of adding EVtene™ into food & drinks

- Meets the “Natural” trend - to replace the use of synthetic colorant
- Provides fresh and bright yellow and orange hue into the food products
- In endemic areas, addition of **EVtene™** in food product helps combat vitamin A deficiency and hence reduces risk of contracting diseases associated with the deficiency
- It is a natural antioxidant to reduce oxidative stress
- Research has shown natural carotenoids can support eye health and skin health

## Specifications

	<b>EVtene™ 8%, Oil Concentrate</b>
<b>Total Mixed-Carotene Complex</b>	80 mg/g Minimum
<b>Alpha-Carotene</b>	Typically 26 mg/g
<b>Beta-Carotene</b>	Typically 54 mg/g
<b>Retinol Activity Equivalence (RAE)</b>	27,000 mcg RAE/g Minimum
<b>Vitamin A Activity</b>	96,000 IU/g Minimum
<b>Total Vitamin E (Tocotrienols &amp; alpha-tocopherol)</b>	Typically 10 mg/g
<b>Shelf Life</b>	36 months
<b>Standards</b>	Palm Mixed-carotene complies with Commission Regulation (EU) No. 231/2012: E160a(ii) - Plant Carotenes. Palm mixed-carotene complex is Self-Affirmed GRAS according to Title 21 Code of Federal Regulation for use in Foods and Drinks.

(Please contact us for full technical specification, [info@excelvite.com](mailto:info@excelvite.com))

Manufactured by:

# ExcelVite

ExcelVite Sdn. Bhd.  
Lot 56442, 7 ½ Mile, Jalan Ipoh/Chemor,  
31200 Chemor, Perak, Malaysia

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

## Applications

**EVtene™ 8%** is a pure natural food colorant and also a nutritional additive for use in Bakery, Beverage, Confectionery, Dairy and Dry Grocery products; to produce attractive, vibrant colors with enhanced nutritional and antioxidant benefits.

Bakery products	Beverages	Confectionery	Dairy	Dried Foods
<p>Enhances the color of baked goods.</p> 	<p>Produces a standardized drink color and confers nutritional benefit.</p> 	<p><b>EVtene™</b> is a natural plant-derived color, it does not raise concerns related to behavioral issues in children that is linked to synthetic colorant.</p> 	<p>In addition to color standardization, <b>EVtene™</b> is generally stable and enduring in dairy products throughout the process of UHT and Pasteurization.</p> 	<p>Enhances, standardizes product color</p> 

## Dosage Recommendation

[for products such as **spreads, bread filling cream, RTD juices**]

Based on color tone achieved with a 2mg mixed-carotene per 100gm preparation, we recommend adding **27gm EVtene™ 8%** in to 100kg of product.



Color shades reference with different doses of mixed-carotene

The image above is a general dosing guide based on desired color effect to achieve. Users are advised to modify and fine tune the dosage according to expected color output and application of their finished products.

Manufactured by:

**ExcelVite**

ExcelVite Sdn. Bhd.  
Lot 56442, 7 ½ Mile, Jalan Ipoh/Chemor,  
31200 Chemor, Perak, Malaysia

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