

EVTene™

Natural Plant-Derived Color for Healthy Spread Formula



Synthetic beta-carotene is traditionally added to spread products (such as ghee, margarine, etc.) in order to achieve a vibrant yellowish color that mimics consumers' impression of how spreads should look like.



Healthy Spread Formula

- ✓ Non-GMO
- ✓ Functional
- ✓ Plant-Derived
- ✓ Safe

Whole Foods Grocery



Of late, the use of synthetic ingredients in foods has received backlash and going out of trend, with heightened consumer awareness and demand for natural ingredients.

Artificial colors in food have been reported to exacerbate existing hyperactivity behavior in children; while some people develop intolerance or allergic reactions towards certain artificial food dyes ^(1,2).



As the **TRUE Natural Plant-Derived Mixed-Carotene Complex** derived from sustainably-sourced palm oil, **EVTene™** is able to replace synthetic beta-carotene in a cost effective manner in the manufacturing of healthy, functional spread products.



2 Reasons Why You Should Choose

EVtene™ as a natural plant-derived color additive in the production of ghee, margarine, or different types of spreads

i. Cost Effective



EVtene™ produces the same or stronger color shade than synthetic beta-carotene in solid fat spread formula in a cost effective manner.

ii. Benefits



EVtene™ is an approved food additive. As it is derived from non-GMO oil palm (*Elaeis guineensis*), manufacturers could achieve product differentiation with claims like “natural”, “plant-derived”, “safe”, “food color ingredient”.



As the “Plant-Derived”, and “Clean Label” trends continue to thrive, it is time for manufacturers of spread products to consider switching from synthetic beta-carotene or synthetic colorant to **EVtene™** - Natural Plant-Derived Mixed-Carotene Complex, to drive product differentiation and increase market share.

ExcelVite

Your Preferred Partner In Palm Nutraceutical Excellence

References:

- (1) *Lancet*. 2007 Nov 3;370(9598):1560-7.
- (2) The European Food Information Council (EUFIC), Food Additives (2015).



www.excelvite.com
www.tocotrienol.org
www.carotene.org
info@excelvite.com