



ROHA®

INNOVATING FOR YOU. WITH YOU.



NATRACOL®
COLORS INSPIRED FROM NATURE

BETA CAROTENE

Good stability to light, heat & pH with amazing shades from Yellow to Orange to Red





BETA CAROTENE E160A(I)-(V)

Beta Carotene can be obtained from multiple sources, namely, synthesis [E160a (i)], Plant Carotenes [E160a (ii)], Beta Carotene from *Blakeslea trispora* obtained by fermentation [E160a (iii)] and Algal Carotenes [E160a (iv)].

All types of Carotenes display Pro - Vitamin A activity and they are gaining popularity as coloring agents for a range of applications.

APPLICATIONS:

Ice Creams, Soups and Sauces, Confectioneries, Margarines, Jams and Jellies, Beverages, Dairy, Pharmaceuticals, Snack Foods, Oils and Fats.

SHADES:

Bright Yellow to Orange to Orangish Red



FORMS AVAILABLE:

Product Name	Labels	Form
Chemical Synthesis	E 160a (i)	Liquid/Powder
Carrot and Palm Fruit	E 160a (ii)	Liquid
Fungi - <i>Blakeslea Trispora</i>	E 160a (iii)	Liquid/Powder
Algae - <i>Dunaliella Salina</i>	E 160a (iv)	Liquid
Carrot Juice Concentrate	Clean Label	Liquid/Powder

STABILITY CONDITIONS:

pH Range	Heat	Light
2 - 7	Very Good	Very Good



OUR BRANDS



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ROHA Dyechem Pvt. Ltd.

JJT House, Plot No. A/44-45, Road No.2, M.I.D.C., Andheri (E), Mumbai - 400 093, India.

T: +91 22 6819 19 19 | F: +91 22 2830 2531/32 | E: contact@rohagroup.com | www.roha.com