

ONCE YOU SELECT A ROCHE CAROTENOID SHADE...

Your customers buy your brand because they think they know what to expect from your product. They don't like surprises. For that matter, neither do you. Roche carotenoids, Beta Carotene and Apo Carotenal, provide no surprises. Just the promise that your product will look exactly the same, every time.

You pick the shade you want, and Roche Carotenes will provide it as a natural-looking color—batch after batch after batch. Our carotenes are nutritious, too—they're provitamin A. Which means they can often supply enough vitamin A to permit you to make a label claim. You can order them three ways:

(1) as "Apo" alone; (2) as "Beta" alone; (3) as a mixture blended to your specifications. And in each case, we will be glad to ship to you in convenient batch-size cans. Want to get the whole story? Just write Technical Services, Roche Chemical Div., Hoffmann-La Roche Inc., Nutley, N.J.

ROCHE®

YOU'LL NEVER SEE THE END OF IT.