



Any shade you want

For orange or yellow, use Roche Beta Carotene. For something in the yellow-red range, use Roche Apo Carotenal. If you want a color in between, blend the two.

Once you select the shade you want you can be sure your products will look the same—batch after batch.

That's because Roche Carotenes are pure materials.

Identical to the forms found in cereals, eggs, carrots and oranges, Roche Carotenes produce a more natural-like appearance than do the certified color additives. Aside from their purity, Roche Carotenes are also safe



with Roche Carotenes... batch after batch after batch after batch

and nutritious. In fact, both Beta Carotene and Apo Carotenal are pro-vitamin A, making it possible for you to make a vitamin A claim on your label.

You can use Roche Carotenes in such products as juice drinks, expanded goods, margarine, process cheese and

salad dressings. Once you try them, you'll know it's the best way to improve the color appeal of your products.

For all the facts, call your Roche Representative or call or write Industry Manager, Fine Chemicals Division, Hoffmann-La Roche Inc., Nutley, New Jersey.

Vitamins A C E B₁ B₂ B₆ Beta Carotene Apo Carotenal **ROCHE**