

Roche introduces Dial-a-Color.

We've just made it easier to choose and use carotenoids. Simply call and tell us what food system you're working with and what end color you want in the yellow to red range. We'll help you choose the right Beta Carotene, Apo Carotenal or Canthaxanthin product — and suggest how to apply it.

With 14 market forms — including a new dry 1% Beta Carotene especially designed for use in dry mix products — carotenoids can give you rich, natural-looking yellows, oranges and tomato reds in a variety of fat- and water-based foods. And, like nature's own colors, carotenoids need no certification.

Take a few minutes now and call Howard Gordon, Roche Technical Services, 201-235-4741. Or write Chemdex Information Services, Roche Chemical Division, Hoffmann-La Roche Inc., Nutley, New Jersey 07110.

For more information, circle 114 on Reader Service Card





Carotenoids. Colors that reproduce nature's hues.