

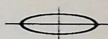


easy on the lake blends

Colorcon High Tinting Strength FD&C Lakes give you precisely the color you want in Lake Blends — with less color! The table below shows how much less it takes with HT® Lakes, compared to standard FD&C Lakes. And, since we make our own clearer, more brilliant primary Lakes, blend consistency and uniformity in every single batch are guaranteed. Perhaps you need FD&C Lakes in a liquid dispersion concen-

trate. Then Colorcon Opatint® can be specially blended for you. Whatever you want in food colorants from FD&C Aluminum Lake pigments, Colorcon does it, and we do more of it than anyone else in the world. Go easy, though, because Colorcon HT Lakes take less to do it. For information and samples, please call our nearest Sales Office:

East Coast (215) 699-7733
Midwest (312) 299-1970
West Coast (714) 549-0631
Canada (514) 866-5938



Colorcon

Average Reduced Use Levels Experienced In Food Systems

Colorcon HT Lake Blend	Grams FD&C HT Lake Blend required to equal tinting strength of 100g FD&C Standard Lake Blend
LB-221 Grape	70
LB-209 Butterscotch	71
LB-263 Dk. Chocolate	71
LB-162 Mint	67
LB-207 Mocha	80
LB-195 Licorice	69

ift80

See you June 8-11
at the Superdome
Booth 738-39

Grape

Butterscotch

Dk. Chocolate

Mint

Mocha

Licorice