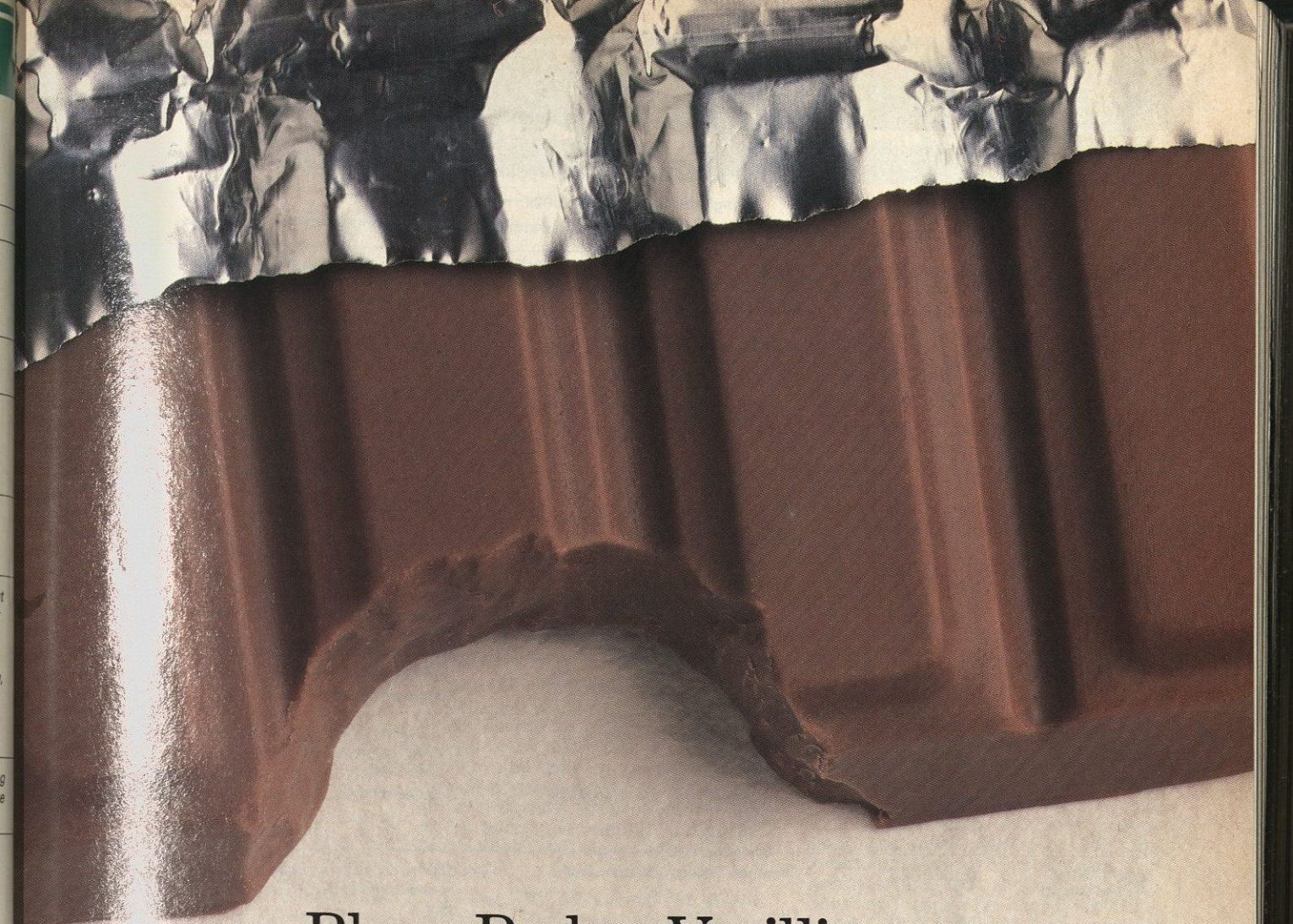




Rhone Poulenc Vanillin. It's a mouthful.

Okay, we admit it.

Rhone Poulenc Vanillin may be hard to say, but it's certainly easy to swallow.

Perhaps it's our dedication to quality. A dedication that prompted the U.S. Pharmacopeia/National Formulary to make Rhone Poulenc Vanillin the Standard of Quality by which all others

are measured. Or maybe it's our service, which we think is every bit as good as our quality. Then again, it just might be our overall commitment to the food and flavors industries—evidenced by another Rhone Poulenc Vanillin production facility soon to be built in the U.S.

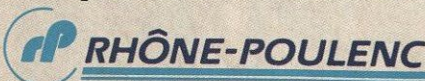
But whatever

the reason, Rhone Poulenc is the Vanillin that more and more companies are asking for.

And we think that shows a lot of good taste.

To find out more about Rhone Poulenc Vanillin, write Rhone

Poulenc Inc., Vanillin Sales, CN5266, Princeton, NJ 08543.



Rhone Poulenc Vanillin.
Quality you can taste.

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