

# Sometimes, you can almost taste the colors.

Look closely at the wide range of colors you can get with Roche® carotenoids. Light and lively yellows through warm, sunshiny oranges to rich, ripe tomato reds.

All three Roche carotenoids, Beta Carotene, Apo Carotenal and Roxanthin™ Red 10, are chemically identical to colorings found in nature. But unlike nature, all three give you rich eye-appetizing color every time, batch after batch.

If that isn't enough, when you use carotenoids you also get greater vitamin C stability than with any other coloring. And, in many cases, Beta Carotene and/or Apo Carotenal give you enough pro-vitamin A to support a label claim. And a cloud effect that gives juice drinks that fresh-squeezed look.

With Roche carotenoids you can color chips and dips; snacks and spreads; dressings and drinks; fillings; milk-like products; sauces, soups and cereals.

Whatever it is, Roche now has a convenient concentration to meet your specific color needs. Call our Technical Services Dept., Hoffmann-La Roche Inc.

ROCHE®

The  
food improvers

