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SPECIFICATION SHEET

NATURAL COLOR RED WS 4801

Code No.	SCN No.	CAS No.	Effective Date	Product Manager	Rev. No.	Approved By
NR4801		NA	October 27, 2009	SW	Original	TJK

CHARACTERISTICS:	Natural Red WS 4801 is a purple colored, oil soluble, liquid natural colorant for personal care applications. A proprietary blend of composed of anthocyanins extracted from sweet potatoes, medium chain triglycerides, emulsifiers citric acid and water; this ingredient can be labeled as vegetable juice extract. The suggested use rate is 0.2-1.0g per kg of finished product.
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SPECIFICATIONS:	Physical form	Liquid
	Description	Purple liquid
	Flavor/Aroma	Characteristic
	Solubility	Oil soluble
	Intensity of color at 530nm*	0.60-0.70
	Heavy metals	Less than 10 ppm
	Total plate count	Less than 1000 cfu/g
	Yeast and mold	Less than 100 cfu/g
	Enterobacteriaceae	Less than 10 cfu/g
	Salmonella	Absent in 25g
	Listeria	Absent in 25g
	Staphylococcus aureus	Absent in 25g
	*0.1 g of the sample diluted in 100 ml of sunflower oil, dilute 2 times. Spectrophotometer SHIMADZU UV Mini 1240.	

PACKAGING:	25 kg pail
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APPLICATIONS:	Natural colorant for personal care applications. Due to its physical and chemical characteristics, this product will be functional only in certain applications. Stability towards temperature, pH, light, etc., must be evaluated empirically by the customer for each application.
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SHELF LIFE AND STORAGE INSTRUCTIONS:	Shelf life is 6 months from date of manufacture when stored in sealed container. Recommended storage temperature 8-25°C.
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OTHER:	This ingredient is GMO free, and can be certified kosher and halal upon request.
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