Microzest 25 Carrot Pink

**1) PARTICLE SIZE**

<table>
<thead>
<tr>
<th>Name</th>
<th>Code</th>
<th>Size (µm)</th>
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</thead>
<tbody>
<tr>
<td>Microzest 25 Carrot Pink</td>
<td>G317</td>
<td>≤25µm ≥60% ≤50µm ≥95%</td>
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**2) COLOURING ACTION**

To increase the colouring power of the plant powder, Lessonia uses a **micronising technology** based on a very high speed airflow.

Its pink colour is due to anthocyanins, natural compounds found in the vegetables.

**3) MARKETING IMPACT**

The purple carrot existed in Central Asia for several centuries before it was brought west by the Arabs in about the 10th century. The greatest diversity of these carrots is found in Afghanistan, Russia, Iran and India. If the purple carrot is not so much used for its culinary purposes today, it is very popular as a source of natural food colorants. Their intense purplish pink colour is due to their high concentration in anthocyanins. These anthocyanins, have been identified as strong antioxidants.

**4) COMPATIBILITY & STABILITY**

Its extremely fine particles size enables a dispersion or solubilisation in numerous formulations, bringing a deep and intense natural colour to the product.

Microzest 25 is designed to be dispersible in oily phase. In this situation the stability is good.

**5) REGULATORY CONSTRAINTS**

Microzest 25 Carrot Pink is manufactured by micronisation of purple carrot dry extract (*Daucus carota* L.).

**100% RENEWABLE**

**BIODEGRADABLE**

**GMO Free**