



SUPERCARE-STABILIZED CAROTINOIDS AND VITAMIN E POWDER

TECHNOLOGY DESCRIPTION

Supercare is in the form of powder, can easily be blended into different product with different functions in wide range of industries.

TECHNOLOGY FEATURES

This product derived from natural ingredients which contain 800mg/kg of tocols (tocopherols and tocotrienols) and 600mg/kg carotenoids in the form of powder. It can be used as natural colorant and provide a stable form of vitamin E and vitamin A in foods and cosmetic products. It is also a natural stabilizer and can be used as fortificant. This product provides daily nutritional requirement at a cheaper price and comes in two forms which are pills and sachets.

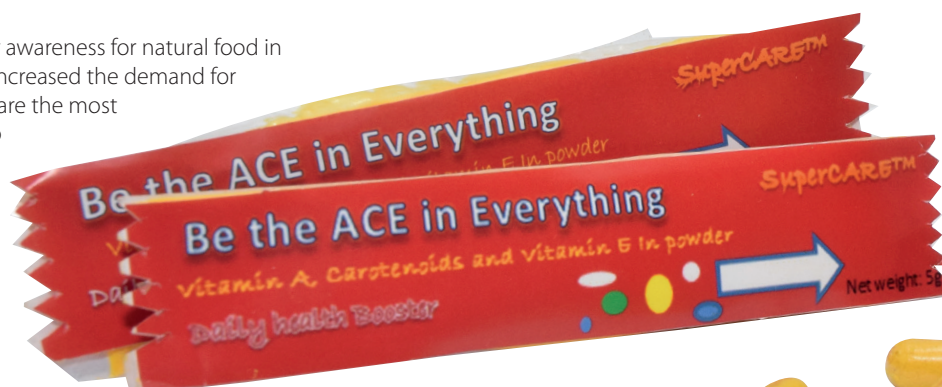
ADVANTAGES

- Safe – All GRAS status ingredient
- Convenient - easy handling
- Natural – Non-GMO
- Cost effective – 50% more economical as compared to similar supplement in the market.

INDUSTRY OVERVIEW

Prospects: Food Colorant Manufacturers, Packed Food Producers

Increasing demand and consumer awareness for natural food in comparison to synthetic one has increased the demand for natural food sources. Carotenoids are the most widely used natural colours due to greater stability and varied hues, ranging from yellow to red. The carotenoids market, in terms of value, is projected to reach around \$1,428.12 million by 2019, at a CAGR of around 3.5% from 2014. Carotenoids are gaining popularity due to its high health benefits, increasing end-use application, and their easy availability worldwide. The food color market is projected to grow at a CAGR of 4.6% between 2014 and 2019. The market growth is associated with the increasing consumption of processed food in both developed and developing countries. North America has the largest share, followed by Europe and Asia-Pacific. Asia-Pacific represents the fastest-growing market, due to the large consumption of ready-to-eat foods in this region.



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