

**AQUANOVA receives beverage award for transparent soluble & natural colors**  
**NovaSOL® offers natural alternative for artificial azo dyes**

**Darmstadt, September 16th, 2009** – AQUANOVA AG, manufacturer of liquid formulas for a broad ingredient spectrum, has won the beverage award „best new ingredient“ for its new color solubilisate portfolio. This award, which is announced by FoodBevMedia and supported by the Union of European Beverage Associations (UNESDA), was given to AQUANOVA on September 15<sup>th</sup> in conjunction with the world trade fair „drinktec“ in Munich.

The award confirms the high innovation momentum of the NovaSOL® technology and underlines the meaning of natural color ingredients also as alternatives for artificial azo dyes, which still are used extensively. Azo dyes for a long time are under critical review, because they are suspected to be connected to various medical disorders. The so called Southampton study created evidence, that azo dyes (E 102, E 104, E 110, E 122, E 124, E 129) can enforce hyperactivity of children. This has lead the European Union to make the decision, that manufacturer from mid of 2010 have to put a warning onto their products, if these products contain azo dyes.



This development on the regulatory level leads to a demand for natural and harmless color ingredients, which means a huge challenge for the industry, because of the difficult processing and dilution of natural ingredients. The patent protected NovaSOL® color portfolio therefore is a breakthrough especially for transparent beverages: It allows to create crystal clear dilution of natural colors in water, which was impossible due to the lipophilic nature of these colors. NovaSOL® allows to replace azo dyes, while maintaining the identical previous color shade and the transparency of the beverage. Moreover NovaSOL®-color solubilisates are designed to fit to the production and product requirements of the beverage industry. Thus they e.g. do not create rings around the neck of the bottle. They are pH stable and create a sustainable dilution.



Beverage and nutrition manufacturer thus have a broad and natural color based (such as from sweet pepper or curcuma) color spectrum from red to yellow and green and mixtures of these colors available. The NovaSOL® formulas are suitable for direct application during the manufacturing process as well as implementation into according compounds of additive suppliers.

With the development of solubilisates for natural colors AQUANOVA AG substantiates its philosophy to open up new application fields with substantial benefits for approved and natural materials and ingredients for the enhancement of food product quality.

### **Corporate profile AQUANOVA AG**

AQUANOVA is a manufacturer of innovative liquid formulas (solubilisates) for a broad spectrum of raw materials and active ingredients. Under the product brand "NovaSOL®" AQUANOVA develops and produces application oriented solutions in close cooperation with industry and science. NovaSOL® products are utilized to develop innovative products in the fields of food, nutraceuticals, cosmetics, and pharmaceuticals. On the one hand they offer functional benefits such as a transparent appearance or superior bioavailability of actives. On the other hand NovaSOL® formulas create technical advantages such as higher efficacy and application scope of antioxidants or preservatives. The company's headquarter is located in Darmstadt (near Frankfurt), Germany.

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