

# PurColour™

Naturally perfect.  
Concentrated Liquid Color

PurColour™ is an all-natural product line featuring essentials for chocolate and pastry professionals.

**We make using natural colorants dramatic, simple and less costly!**

These natural colorants contain no artificial ingredients or additives. Colorants are also **vegan**. All of our products are approved by the FDA and are exempt from certification.

Now you can expand your; product line, customer base and marketing power – by providing products with stunning visual appeal with PurColour products.

Our PurColour products are priced competitively with synthetic colors. No more excuses. Make the switch to all natural.

***All natural has never looked so good!***

**Available in 2 oz. and 5 oz. bottles.**

Available colors:

- Green
- Red
- Orange
- Black
- Yellow
- Blue



**Store refrigerated. Ingredients:** May contain Glycerin and Sodium Bicarbonate and one or more of the following colorants; Annatto (E160b), Turmeric (E100), Beet Juice (E162), Carmel Color (E150), Carmel Color (E150a), Vegetable Juices (E163). Colorants are exempt from FDA certification.

**Usage cautions:** Vegetable juices are not heat-stable and will turn brown in extended temperatures over 225 °F. Natural colors are PH sensitive. Both cream of tartar and corn syrups solids act as acids and affect the stability of natural colors.

If making butter-based “cream” icings or fat based, pre-mix 1:1 soy lecithin to concentrated liquid colorant to create oil dispersible colorant mixture. Slowly add small quantities of the dispersible colorant mixture to your icing to achieve desired shade. Alternatively, you may also use liquid egg whites to your icing to allow proper emulsification with water-soluble natural colors.

**Nutritional Statement:** Natural colors will not affect the nutritional composition of the product being colored. Natural colors do not contribute to calories from fat, saturated fat, cholesterol, sodium, carbohydrates, protein, vitamins A and C, calcium or iron.

[www.ColorBlendCreations.com](http://www.ColorBlendCreations.com)

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