



**NEWS RELEASE**

**FOR IMMEDIATE RELEASE**

**Colorcon, Inc. Launches Nutrafinish<sup>®</sup>, TiO<sub>2</sub> Free Moisture Protection Coating for Nutritional Products.**

***Innovative film coating designed to manage the challenges of moisture sensitive nutritional supplements.***

Harleysville, Pennsylvania, USA, 5th April 2023, Colorcon, a world leader in the development and supply of film coating systems and excipients, today announces the launch of a new Nutrafinish<sup>®</sup> Dietary Supplement Coating to address to needs of our customers in the nutritional market for the moisture protection of tablets, without the use of titanium dioxide (TiO<sub>2</sub>).

With increasing pressure from consumers for label friendly ingredients there is a continuing drive to eliminate the use of TiO<sub>2</sub> in products regulated as food. To remain competitive and satisfy consumers, manufacturers are looking to meet this need with sustainable ingredients that are label friendly while not compromising on product quality, manufacturing efficiency, or cost-in-use.

Annabel Bordmann, Film Coatings General Manager explains, “Food supplements tablets often contain ingredients that are moisture sensitive and have a speckled or unsightly appearance which requires a protective coating that gives both an appealing finished appearance and protection from moisture. These new coatings deliver the TiO<sub>2</sub> free label friendly claim the industry and consumers are demanding and provide functional moisture protection without compromising productivity and overall cost”.

Dr Ali Rajabi-Siahboomi adds: “Colorcon leads the evolution in coating products for nutritional and dietary supplements by bringing to the market a unique coating that delivers not only good moisture protection but also good opacity and production efficiency without the use of TiO<sub>2</sub>. With Colorcon’s in-depth knowledge of materials, coating technology and regulatory needs, these new formulations are designed to deliver protection from environmental moisture while being easy to use and cost effective”.

Through its extensive portfolio of fully formulated Nutrafinish<sup>®</sup> Dietary Supplement Coatings Colorcon provides scope for customers to reduce complexity and time-to-market by delivering high-quality products, with ingredients carefully selected from commonly used food ingredients or approved food additives that meet local regulatory requirements. This is all backed by Colorcon’s superior and dedicated technical support, along with regulatory expertise.



## **Company Information**

Colorcon is a world leader in the development, supply and technical support of specialty ingredients; formulated film coating systems, modified release technologies, and functional excipients for the pharmaceutical industry. Our best-in-class products and technologies are complemented by our extensive application data and value-added services to support all phases of solid oral dose design, development and manufacture. Our focus on market issues and technology development has earned Colorcon an international reputation as a pharmaceutical design and development partner. That reputation is based on superior product quality, unparalleled technical support, extensive regulatory assistance and reliable supply from multiple locations. Colorcon has 11 manufacturing facilities, 22 technical service laboratories globally and more than 1300 employees exclusively dedicated to its customer base.

For more information, visit [www.colorcon.com](http://www.colorcon.com)

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