



**NEWS RELEASE**

**FOR IMMEDIATE RELEASE**

**Colorcon Delivers a Breakthrough with Nutrafinish Mineral-Free Coatings for Fast Growing Nutritional Supplements Market**

Harleysville, Pennsylvania, USA, 12th April 2022 Colorcon, a world leader in the development and supply of film coating systems and excipients, today announces a breakthrough with the launch of the latest mineral-free addition to the label friendly Nutrafinish® Film Coatings for the nutritional and dietary supplements market.

Consumers continue to call for products with ingredient lists that are easy to understand and only contain materials they view as of “natural” origin. Manufacturers are looking to satisfy these consumer needs with sustainable ingredients that can achieve label friendly status while not compromising on product quality, manufacturing efficiency, or cost-in-use.

Colorcon leads the evolution in coating products for dietary supplements by bringing to the market mineral-free **Nutrafinish, Label Friendly Coatings** that satisfy consumer desires and meet manufacturer’s needs, without adversely affecting tablet appearance. The latest addition to the Nutrafinish, label friendly product line is formulated without the use of TiO<sub>2</sub>, talc and calcium carbonate to deliver a high level of opacity to cover unsightly or dark tablet cores.

Kelly Boyer, Vice President Film Coatings explains: “The launch of Colorcon’s new mineral-free formulations provides the nutritional market with alternative coating systems that combines superior opacity with excellent stability especially when using non-synthetic colorants. This product line expansion includes a new white formulation, which delivers superior opacity and the option to pigment using non-synthetic colors enables a broad choice of the color palette to provide aesthetics and brand differentiation”.

Dr. Ali Rajabi-Siahboomi adds: “Getting the right balance of components for this type of coatings is challenging without the use of opacity and whitening ingredients like TiO<sub>2</sub> and calcium carbonate. Through Colorcon’s in-depth knowledge of materials and coating technology, these new formulations provide simple preparation and use, with the label friendly claims the industry and consumers are demanding; along with a perfectly finished tablet.”

Through its extensive portfolio of fully formulated 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 and



support *clean-label* claims. 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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