

News Release

Lonza Adds Color to the Clean-Label Experience

Greenwood, SC (USA), 7 November 2018 – Lonza is announcing the global launch of its latest dosage form innovation, with supplement manufacturers now able to choose from a range of vibrant, clean label colorants when selecting its Capsugel Vcaps® Plus plant-based capsules. Its premier vegetarian capsules are already popular among brands looking to achieve a variety of on-pack claims, but coloring the shell has previously required an E-number. The new food colored capsules, labeled as natural colorants in the United States, allow customers to create bright, eye-catching supplements that also appeal to consumers seeking improved supply chain transparency and a natural positioning.

Naturally sourced from food

The first of the next-generation clean label solutions to be marketed worldwide is the Vcaps® Plus Purple Carrot capsule, following the successful introduction of the Vcaps® Plus Blue Spirulina capsule in Europe earlier this year. The high-performance capsule shell is made using plant-based hypromellose (HPMC) and water only, without any preservatives. A colorant derived from purple carrots is used to match the desired shade as closely as possible, while maintaining a natural appearance in the finished supplement. Achieving unique visual appeal, the purple carrot color also provides masking capabilities.

“Demand for natural solutions to help maintain health remains strong. As a pioneer in vegetarian capsules, we closely monitor consumer trends and continue to evolve our Capsugel clean-label dosage form capabilities according to the latest preferences,” said Stephane Vouche, Marketing Manager, Consumer Health & Nutrition, Lonza. “Our research shows that seven out of ten shoppers seek supplements with no artificial colors. After several years in the pipeline, we are now launching the industry’s first line of clean-label capsule colorants in response to heightened consumer interest.”

“In today’s online world, image is everything. This latest innovation helps our customers establish unique brand identities, that encompass both on-trend, true-to-nature colors and a complete clear and clean label,” Vouche added.

Consumer-driven clean-label solutions

The new colorants are an extension to the existing Capsugel clean-label dosage form portfolio, which is designed to offer optimal performance across a wide range of powder and liquid formulations. Permitted on-pack wording varies by region and Lonza has a team of experts that are on hand to assist customers in meeting regulatory requirements and understanding local nuances in consumer labelling preferences.

About Lonza

Lonza is one of the world’s leading and most-trusted suppliers to the pharmaceutical, biotech and specialty ingredients markets. As an integrated solutions provider, Lonza is boosting its value creation along and beyond the healthcare continuum with a strong focus on patient healthcare, consumer preventive healthcare and consumer’s healthy environment.

Lonza harnesses science and technology to create products that support safer and healthier living and that enhance the overall quality of life. With the recent Capsugel acquisition, Lonza now offers products and services from the custom development and manufacturing of active pharmaceutical ingredients to innovative dosage forms for the pharma and consumer health and nutrition industries.

Benefiting from its regulatory expertise, Lonza is able to transfer its know-how from pharma to hygiene and fast-moving consumer goods all the way to coatings and composites and the preservation and protection of agricultural goods and other natural resources.

Founded in 1897 in the Swiss Alps, Lonza today is a well-respected global company with more than 100 sites and offices and approximately 14,500 full-time employees worldwide. The company generated sales of CHF 5.1 billion in 2017 with a CORE EBITDA of CHF 1.3 billion. Further information can be found at www.lonza.com.



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