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Ashland Inc. to launch natural colors for nutraceutical tablet-coating systems

WILMINGTON, Del. – Color-coating options for manufacturers of nutritional tablets, or nutraceuticals, are expanding thanks to [Ashland Specialty Ingredients](#), a commercial unit of Ashland Inc. (NYSE: ASH). [Aquarius™ coating systems](#) natural colors palette, will be introduced at Supply Side West, the world's largest event for healthy and innovative ingredients, to be held in Las Vegas, Nev., Oct. 10-14.

“Efforts by others to deliver a natural product to coat nutritional supplements have not been consistent,” said Tom Durig, Ph.D., R.Ph., technical director, Pharmaceutical and Food Ingredients, Ashland Specialty Ingredients. “Our scientists were able to eliminate natural colorants that are historically unstable and problematic, as well as minimize our offering containing aluminum-based lakes in anticipation of future restrictions.”

The Aquarius coating systems natural colors portfolio is designed to meet the regulatory requirements of the nutraceutical industry. “There is little overlap between colorants permitted in the U.S. and those permitted in the E.U. Our natural colors collection clearly designates solutions that comply with regulatory requirements for these regions of the world,” added Durig.

Nutraceuticals are subject to food regulations, which are more restrictive than their pharmaceutical counterparts with regard to the permitted colorants. Derived from vegetable, animal and mineral sources, the organic and inorganic compounds that make up the Aquarius coating systems natural colors palette are stable, label-friendly, easy to use and can be combined with Ashland's Aquarius MG coating systems' moisture-guard line.

Ashland Specialty Ingredients will showcase its Aquarius coating systems natural colors palette and other products for the nutraceutical industry at booth 17107 during the Supply Side West convention. To learn more about Aquarius coating systems natural colors, contact Laurie Kronenberg at ljcronenberg@ashland.com, or visit www.ashland.com.

Ashland Specialty Ingredients is a global leader in cellulose ether technology. Delivering pharmaceutical and nutraceutical performance since the 1950s, Functional Ingredients provides an unparalleled range of functional excipients for solid, semi-solid, and liquid dosage forms. Ashland Specialty Ingredients creates value for its customers through applications knowledge, market insight, regulatory support and a powerful product portfolio, including: [Klucel™](#) hydroxypropylcellulose (HPC); [Benecel™](#) methylcellulose (MC); hydroxypropylmethylcellulose (HPMC); Aquarius coatings systems; [Natrosol™](#) hydroxyethylcellulose (HEC); [Aqualon™](#) methylcellulose (EC); and Aqualon and [Blanose™](#) carboxymethylcellulose (CMC).

In more than 100 countries, the people of Ashland Inc. (NYSE: ASH) provide the specialty chemicals, technologies and insights to help customers create new and improved products for today and sustainable solutions for tomorrow. Our chemistry is at work every day in a wide variety of markets and applications, including architectural coatings, automotive, construction, energy, food and beverage, personal care, pharmaceutical, tissue and towel, and water treatment. Visit www.ashland.com to see the innovations we offer through our four commercial units – Ashland Specialty Ingredients, Ashland Water Technologies, Ashland Performance Materials and Ashland Consumer Markets (Valvoline).

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