



## NEWS RELEASE

### FOR IMMEDIATE RELEASE

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

##### ***Revolutionizing film coating for high-volume nutritional supplement production***

Harleysville, Pennsylvania, USA, 24<sup>th</sup> October 2023, Colorcon, a world leader in the development and supply of film coating systems, excipients and functional packaging, today announces the launch of a new Nutrafinish<sup>®</sup> Dietary Supplement Coating specifically designed for high volume production of nutritional products.

With increasing pressure from consumers for label friendly ingredients, there is a continuing drive, in most markets, to eliminate the use of TiO<sub>2</sub> in food supplements. To stay ahead, manufacturers must not only meet consumer demands, but also ensure use of speedy and effective coatings that enhance product appearance.

Annabel Bordmann, Film Coatings General Manager explains, “Food supplements tablets often contain ingredients that have a speckled or unsightly appearance and therefore coatings with good coverage are needed. However, as the nutraceutical industry is very cost driven, manufacturing efficiency and total cost in-use are key. This new coating system reduces manufacturing time while delivering the TiO<sub>2</sub> free label friendly claim the industry and consumers are demanding”.

Dr Ali Rajabi-Siahboomi adds: “Colorcon leads the evolution in coating products for nutritional and dietary supplements by bringing to the market an innovative coating that delivers good opacity and unrivalled production efficiency, without the use of TiO<sub>2</sub>. Leveraging Colorcon's in-depth materials expertise, cutting-edge coating technology, and regulatory knowledge, these innovative formulations are poised to elevate finished tablet quality while optimizing production efficiency”.

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 global leader in the development, supply and technical support of film coating systems, specialty excipients and functional packaging for the healthcare industries. Our best-in-class products and



technologies are complemented by our industry knowledge and value-added services to support product development from concept to commercialization. Our focus on market issues and innovation has earned Colorcon an international reputation as a trusted supplier and partner. That reputation is based on superior product quality, unparalleled technical support, extensive regulatory assistance and reliable supply from multiple locations. Colorcon has 16 manufacturing facilities including 7 film coating plants, 5 functional packaging sites, 26 technical service laboratories globally and more than 2100 employees.

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

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