





Clean(er) Label, Clear(er) Success!

Clean Label is a term widely used in the industry; however, it lacks a regulatory definition. The consensus is that clean label products should have a **short list of familiar ingredients**. At Puratos, we have adopted the term 'Clean(er) Label' (CL) to emphasize our commitment to **ongoing improvement** rather than a final state.



Consumers care about ingredients

50% of US consumers believe that the most important packaging information is the ingredients used in the product *



**Innova Health & Nutrition Survey 2023

Clean label is profitable!

1 in 2 consumers would be willing to pay more for a product with a "clean label" **



CL at Puratos

At Puratos, every ingredient has its reason. Thanks to our finished good approach, we can help you create shorter, clearer, and cleaner ingredient lists for your finished products.

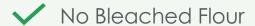


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Puratos CL Highlights



No Artificial Preservatives

No Artificial Flavors or Colors

✓ No High Fructose Corn Syrup

No Partially Hydrogenated Oils

No Titanium Dioxide

Og Trans Fat

Our CL products are compliant with Wholefoods' no-no list. Looking to remove additional ingredients? We'd be happy to tailor our CL solutions to your specific needs.









Fruit fillings



Cake, brownie, and cookie mixes



lcings and frostings



Cake improvers



Egg wash alternatives



Chocolate



Custard mixes





