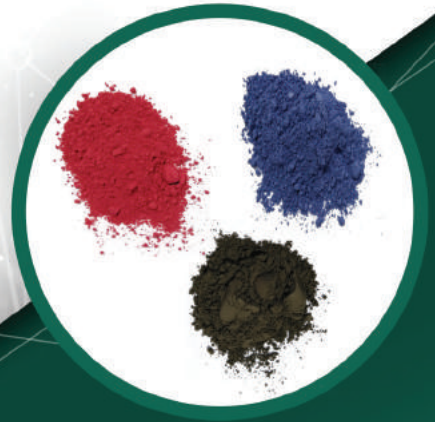
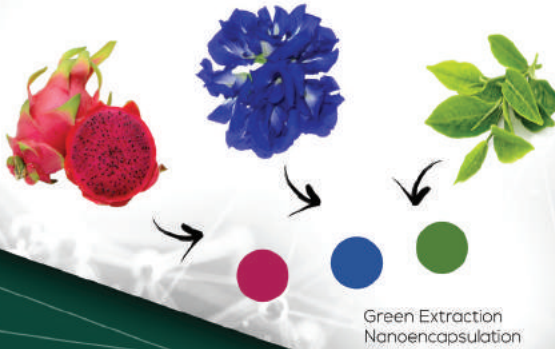




NATCO

Nano-encapsulated Natural Colourant
(PI 20084886)



NEEDS

- Some of these commercial colourants imposed health hazards and not suitable due to religious concerns.
- Due to the issues, there is a need for plant-based colourant.

APPROACH

- Plants as sources for colorant.
- Using green extraction technology.
- Using nanoencapsulation technology to enhance product stability and shelf-life.

BENEFITS

- NatCo is safe for all users.
- Loaded with bioactive compounds which are beneficial to health.

COMPETITORS

- Existing colourant producers.

INTRODUCTION

- Colourant manufacturing industry is a profitable industry because most of foods, beverage, pharmaceutical, cosmetic and textile products require colourants to make products more appealing.
- Most of the colourants available in the market are either chemically synthesized and some are animal-derived.
- Food industry is shifting towards natural colourant due to demand from consumers for safe natural colourants.



PROJECT LEADER : Dr. Yanti Maslina Mohd Jusoh
PHONE NO : +6012-7476561
EMAIL : yantimaslina@utm.my

