



# BRIGHT IDEA INTRODUCING OPAQ

## Clean label opacifying agent

Bright white frosting and icing. Creamy, indulgent soups and sauces. Vivid shining confections and toppings. These visual cues appeal to consumers craving delightful experiences.

With OPAQ, the new patent-pending\* titanium dioxide-replacing powder from EFCO, your food & beverage products can appear bright white and vibrant...without titanium dioxide.

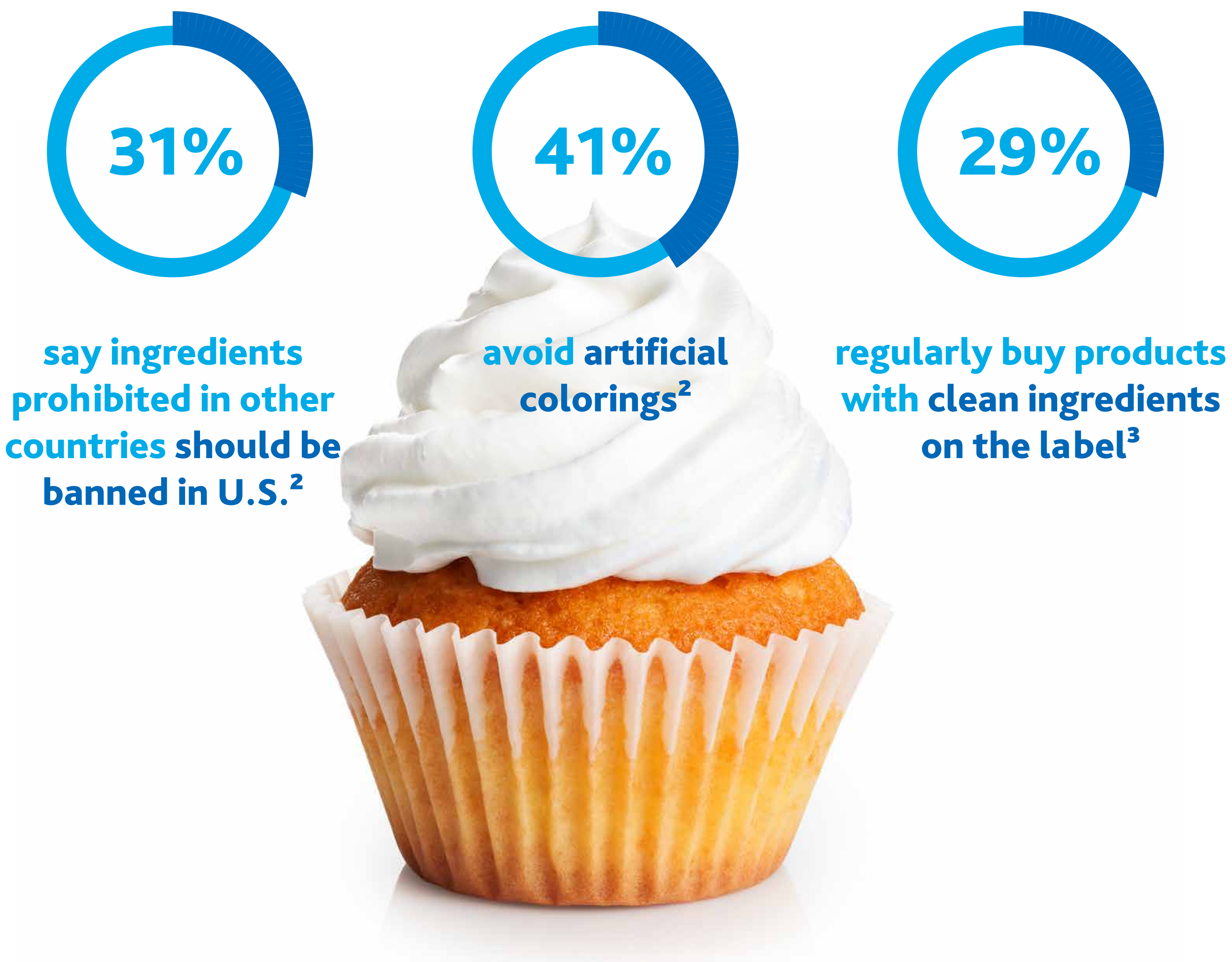
\*Serial No: 17/552,045

### Why create a clean label opacifying agent to replace titanium dioxide?



- CONSUMERS ARE WARY OF TITANIUM DIOXIDE:**
- ▶ A "controversial synthetic colorant"<sup>1</sup>
  - ▶ Banned as a food additive in Europe in 2022<sup>1</sup>
  - ▶ Five consumer advocacy groups are petitioning to rescind FDA approval of titanium dioxide as a color additive<sup>1</sup>
  - ▶ Classified as a possible carcinogen by the International Agency for Research on Cancer<sup>1</sup>

### And, surveys show consumers are leaning toward clean label and 'free from' food ingredients:



### EFCO's Solution

We developed, manufactured and now, supply OPAQ to food & beverage manufacturers, because our experience showed us that a successful titanium dioxide replacement must be:

- CLEAN LABEL
- BRIGHT WHITE
- EFFECTIVE OPACITY
- COMPLIANT WITH EXISTING AND PROPOSED BANS

And, it should not affect the product's taste and flavor.

## OPAQ

is a calcium-based dry ingredient blend that adds natural opacity for a desirable bright white appearance.

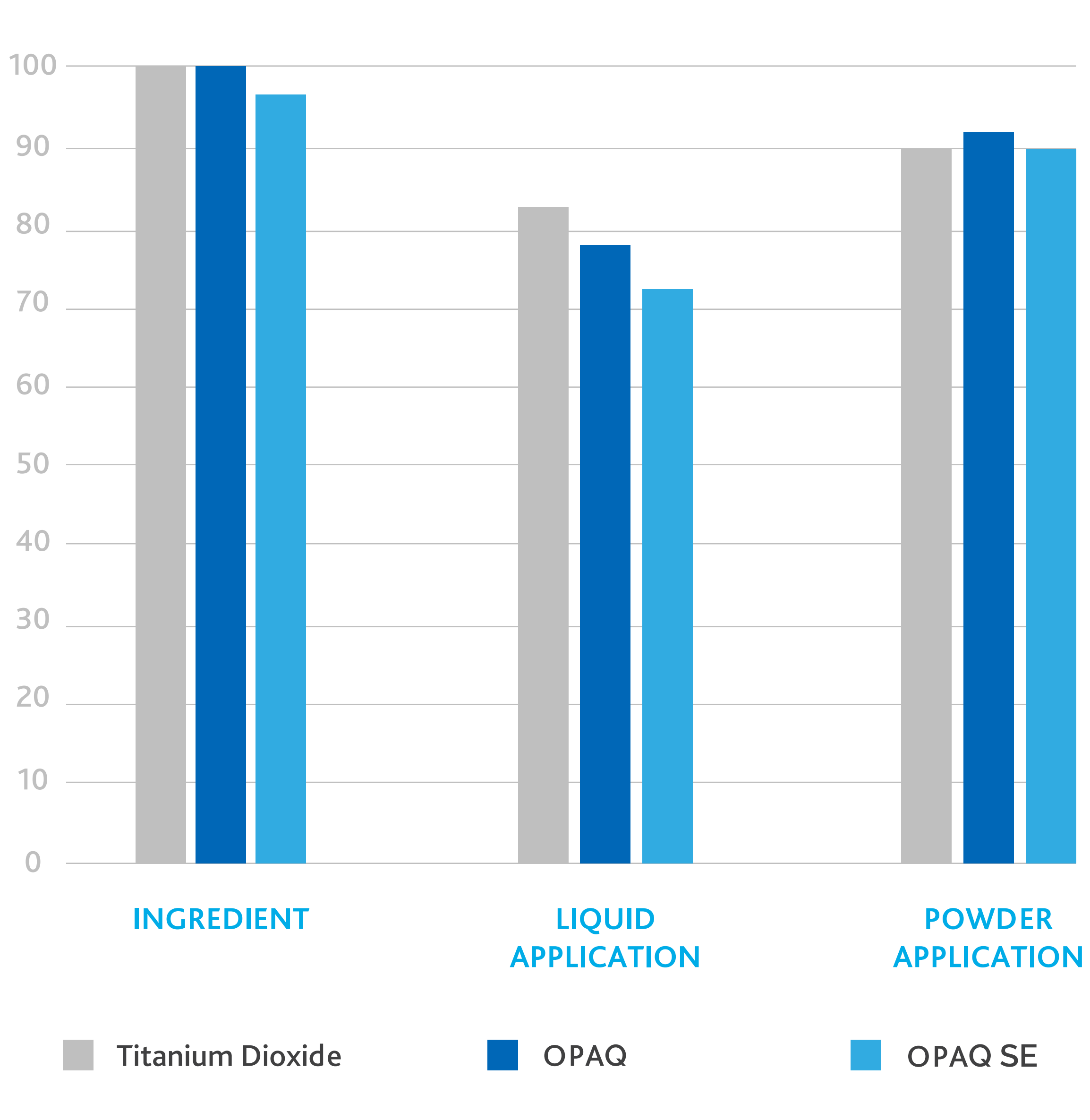
Beyond its clean label appeal—and compliance with retail and restaurant 'no no' lists—OPAQ offers unique benefits:

- ✓ Free flowing; readily dispersible
- ✓ Effective in water-, fat- and powder-based formulations
- ✓ Heat stable and process tolerant
- ✓ No taste or flavor impact
- ✓ Works across wide range of pH values
- ✓ Low usage level (less than 1%)



### Bright White Across Applications

Compare OPAQ and OPAQ SE whiteness index to titanium dioxide:



Notes:

- Whiteness Index is measured by the L\* value
- Ingredient is 100% Titanium Dioxide; 100% OPAQ; 100% OPAQ SE
- Liquid Application is Sugar Syrup + .1% Titanium Dioxide; 3% OPAQ; 3% OPAQ SE
- Powder Application is Dextrose + 3% Titanium Dioxide; 3% OPAQ; 3% OPAQ SE



## WIDEN YOUR BRAND'S APPEAL.

We'll help you go titanium dioxide-free—with proven OPAQ and our culinary and food science expertise.

**FIND OUT MORE**

**SOURCES:**

<sup>1</sup> "Consumer advocacy groups ask FDA to ban titanium dioxide" Megan Poinisi in Food Dive; May 31, 2023. <https://www.fooddive.com/news/petition-ban-titanium-dioxide-fda/651583/>

<sup>2</sup> Mintel, FREE-FROM/INGREDIENTS TO AVOID – US, 2022

<sup>3</sup> International Food Information Council. 2023 Food & Health Survey. 23 May 2023. <https://foodinsight.org/2023-food-health-survey/>