

# TasteGuard® PRESERVING THE AUTHENTIC TASTE OF BOTTLED WATER

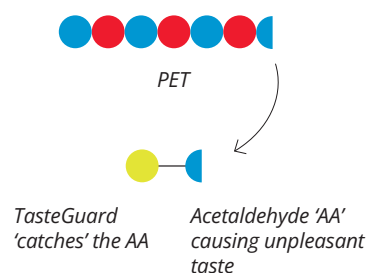
HIGHLY CONCENTRATED PROVEN AA REDUCTION  
TECHNOLOGY FOR PET

It doesn't matter how cool your branding is, if consumers can't rely on your water to taste as expected, your reputation might take a hit. Taste consistency can be an issue with PET packaging, which is why Holland Colours offers proven AA reduction concentrates.

## TASTEGUARD TO SECURE THE TASTE OF WATER

Acetaldehyde (AA) is a degradation product of PET that migrates out of the PET packaging into the contents. It gives off a fruity flavor that can influence the taste of the packaging contents. This is particularly a problem for non-sparkling water.

Therefore, low AA content is a key requirement for PET water bottles. A proven method to reduce the AA content of PET packaging is to add Holland Colours' TasteGuard during package manufacturing. TasteGuard scavenges the AA so it cannot migrate into the water, hence not affecting the taste of the water.



## TAILOR-MADE TASTEGUARD PRODUCTS ADDRESSING YOUR NEEDS

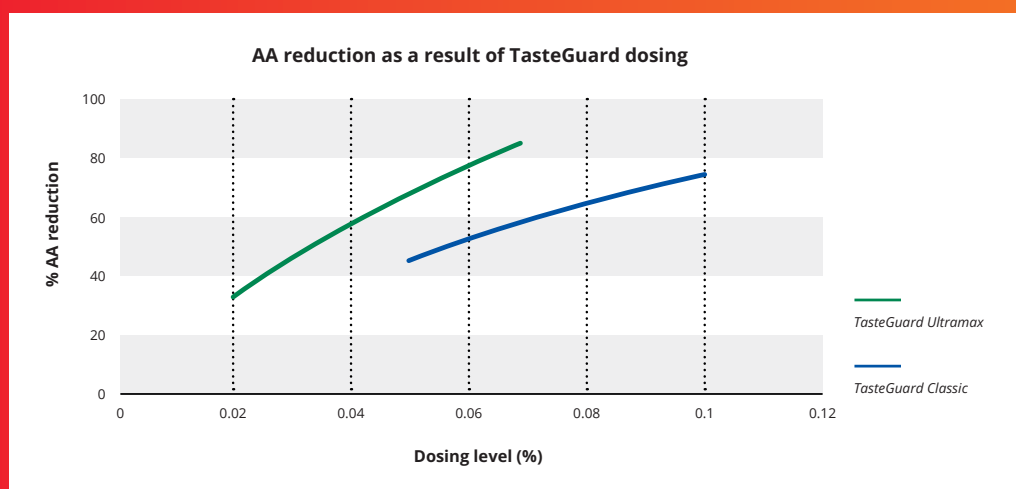
TasteGuard is available as a unique highly concentrated solid product called TasteGuard Ultramax. Its renewable biobased carrier helps to meet your sustainability targets. If a lower concentrated product is required for processing purposes, this will also be available. Tailor-made combinations with colorants are also possible to fulfill your needs.

The below graph shows the AA reduction as a result of dosing level of two different TasteGuard grades. The maximum dosing levels shown represent the maximum levels complying with FDA.

## REGULATORY SUPPORT

TasteGuard is allowed for use under EU and FDA food contact legislation.

Holland Colours' regulatory team has conducted extensive safety and risk assessments to ensure compliance to the latest regulations. The team is always at the forefront of legislative developments to ensure documentation is always up to date. Although the documents are complete and easy to read, the team is at your disposal to answer any questions.



## FIND OUT MORE

Contact our sales people about purchasing quantities and deliveries or our technical experts for questions about our technology and its implementation:

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