

ND PHARMA & BIOTECH

Introducing

The #1 WorldWide 100% All Natural,
Non-Allergenic Vegetarian Color
Clean Label Solution

ADO(RED)TM

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**#1 WORLDWIDE 100% ALL NATURAL
PROTEIN-STRUCTURED-STABLE
NATURAL COLOUR COMPOSITION
FOR FOODS & BEVERAGES**



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ADO (RED)™

ADO(RED)™ is the #1 worldwide brand of structured-protein-stable 100% natural colour composition for foods and beverages. A combination of natural plant extracts, nutrients and thermo-stable ingredients used as colorants. ADO(RED)™ is designed for a variety and number of products including restructured meat and meat-derived, such as fresh and cooked sausages, mortadella, salami, pizza salami and other elaborated foods. With a stable pH around 6.0 and powder presentation, a high water solubility and colour status from pink to red, the product is specially indicated for meat application where other potentially harmful colorants should be avoided by regulatory issues.



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REGULATION

ADO(RED)™ is a proprietary composition with a number of advantages, commencing by the ingredients; a natural combination of plant extracts and vegetable colour agents, blended in a combination and quantities with a full protein base and nutrient organic and mineral salts. The result is a full spectrum of nutrients acting synergistically to apport a nutritive enhancement to elaborated products meanwhile natural colour and organoleptic characteristics are maintained without potentially harmful chemicals. Regulation CE 1925/2006 and eventually 1924/2006 applied as a general rule.

WHAT WE DO

We designed this product specifically to the food and meat industry in order to meet the increasing demand for natural and nutritive foods instead of unknown and potential harmful additives that create uncertainty and unexpected complications to health and life of consumers. We've developed a proprietary system to stabilize the all-natural beetroot plant extract (*Betanine*) originally thermal unstable to transform it into a more-than-acceptable to excellent stability colouring agent. The final product is the most stable, anti-oxidizing and colouring agent with a unique nutritional enhancement power, opening a broad world of possibilities to the industry at reduced costs.



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CUSTOM FORMULAS

We are able to provide custom formulations and technical support for clients and customers in dependence of the pretended uses and applications, from pink to deep purple red including potentiated formulas for a long-lasting colour performance. We make also exclusive formulations for certain applications in function of pH and sources, with excellent stability to heat and light, water and/or oil solubility and ready-to-use into beverages, confectionary, sorbet, ice cream, fruit preparations, fish products, dairy, soups, fresh and cooked sausages, mortadella, salami, pizza salami, and a number of other uses within different products, with or without declaration (on dosage).



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Our **Food & Nutrition Division** is wholly concerned with the core of our mission, stated as “the elimination of potential harmful chem-tox from the food and alimentary chain”. Our State-of-the-Art Science and Technology employed within such developments, give us the chances to develop solutions for the industry at a high and certainly incomparable and unbeatable levels, so we offer to our existing and potential customers, solutions based on scientific advances, no phony promises. Nevertheless, natural and organic solutions tend to be less “universal” than broad extended chem-tox solutions. We know that every change will need both a change of mentality and attitude as well as an adaptation period. Our challenge is to reach the same compromise from you, to face the global change ahead grounded on this natural way of thinking.



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Contact Us:

By e-mail to our general information point:

info@ndpharmabiotech.com

By geographical area:

EMEA

ndpharmabiotech@europe.com

THE AMERICAS

ndpharmabiotech@usa.com

ASIA-PACIFIC

ndpharmabiotech@asia.com

ND Pharma & Biotech

Making **Life** Better

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Commercial Team:

Sales Manager +34 689 881 998 (Mrs. Alvarez)

International & EMEA Countries + 34 964 450 498 (Mr. Arago)

Back Office International. (Mr. Vidal)

Iberia:: +34 962 242 656 (Mr. Castells) +34 674001716

Latin America: + 34 962 062 340/ +34 651 387 497 (Mr. Hernández)

Back Office Latin America: (Mr. Peiró)

Eastern Europe & Russia: +34 951 256 916/ +34 664 504 351 (Mrs. Dumitrascu)

Back Office Comercial: (Mr. Serrano)