

# HOUSEHOLD, INDUSTRIAL AND INSTITUTIONAL CLEANERS



## COLOR FORMULATION EXPERTISE THAT MARRIES FUNCTION AND BEAUTY

### ADVANTAGES

- Superior color consistency and stability for stronger brand identification
- Extensive regulatory expertise to meet compliance requirements worldwide
- Cutting-edge solutions across a range of pH levels and chemistries
- Customer-focused approach provides custom solutions for your needs



### APPLICATIONS

- Air fresheners, antifreeze, automobile cleaners and waxes, candle wax, degreasers, dish soaps, dishwasher detergent and tablets, disinfectants, fabric softeners, hard surface cleaners, laundry detergents, toilet cleaners, window cleaners, windshield washer fluids and more

# HOUSEHOLD, INDUSTRIAL AND INSTITUTIONAL CLEANERS

**SENSIENT OFFERS A WIDE VARIETY OF COLOR  
SOLUTIONS TO SUIT YOUR NEEDS**



## **FD&Cs**

Sensient Colors is the largest manufacturer of FD&Cs in North America. We offer a complete selection of both FDA compliant and non-certified granulars, liquids, and powders.



## **SENSIRINSE PLUS™**

SensiRinse Plus™ offers a spectrum of skin and fabric rinsable dyes as or more effective than the leading polymeric dye systems.



## **SENSIFORCE™**

For super high dye strength, SensiForce™ offers brilliant, ultra-concentrated, fully-blendable liquid dyes for use in HI&I and beyond.



## **SENSICHOICE™**

SensiChoice™ is range of fully blendable water soluble dyes with EPA Safer Choice certification, making them safe for people, pets and the environment.

SensiChoice Yellow Granular, SensiChoice Orange Granular, SensiChoice Magenta Powder, SensiChoice Red Granular, SensiChoice Red Granular, SensiChoice Blue Granular, SensiChoice Yellow Liquid, SensiChoice Orange Liquid, SensiChoice Magenta Liquid, SensiChoice Red Liquid, SensiChoice Blue Liquid have been reviewed by EPA's Safer Choice Program and qualify for use in Safer Choice-labeled products.

**Sensient® has the knowledge and expertise to enhance the success of your product.  
Contact your Sensient representative today to learn more about  
putting our expertise to work for you.**

## **SENSIENT INDUSTRIAL COLORS**

A unit of Sensient Technologies Corporation, a leading global manufacturer of colors, flavors and fragrances

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**INDUSTRIAL COLORS**