



A LINE OF VIBRANT, FULLY BLENDABLE EPA SAFER CHOICE CERTIFIED DYES

KEY FEATURES

- The EPA Safer Choice label helps consumers, businesses, and purchasers identify products that are safer for human health and the environment
- All products in line are EPA Safer Choice certified, for the assurance of an ingredient consumers can trust to help them meet product safety goals
- Range of fully blendable water soluble dyes compatible with a wide range of household formulations
- Produced using food quality dyes manufactured at Sensient's St. Louis, Missouri Food Colors facility
- When used as directed, SensiChoice™ is safe for people and pets

APPLICATIONS

All applications where highly concentrated non-staining dyes are required including:



Household
cleaners



De-icers



Dish
care



Writing
instruments



Fabric
care



Air
care

ABOUT THE EPA SAFER CHOICE PROGRAM

The EPA developed the Safer Choice Program because finding cleaning and other products that are safer consumers, their families, and the environment should be easy. We all play a role in protecting our families' health and the environment. Products with the Safer Choice label, formerly known as Design for the Environment, help consumers and commercial buyers identify products with safer chemical ingredients, without sacrificing quality or performance. This means that Safer Choice-labeled products are safer for:

- You, your family, and pets
- Workers' health
- Fish, animals, and the environment

Every chemical, regardless of percentage, in a Safer Choice-labeled product is evaluated through EPA's rigorous scientific process and only the safest ingredients are allowed. To be eligible for the label, a product must comply with the Safer Choice Standard, which has very stringent human health and environmental criteria. The Standard incorporates safer chemical criteria for individual component class ingredients. In addition to meeting stringent safety criteria, every product with the Safer Choice label has met high standards for performance.

All of the dyes in the SensiChoice™ line have undergone rigorous third-party review and are ready for your EPA Safer Choice household product.

Source: www.epa.gov

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

2515 N. Jefferson, St. Louis, Missouri 63106 800.325.8110 ext. 4 for customer service
Oldmedow Road, King's Lynn, Norfolk PE30 4LA, UK 44 (0) 1553 669 444

©2018 Sensient Colors LLC, all rights reserved. THE SENSIENT trademark, the Sensient Technologies Corporation logo are all owned and registered by Sensient Technologies Corporation. All rights in trademarks are reserved.

SENSIENTINDUSTRIAL.COM | industrialcolorsusa@sensient.com