

NATURAL FLAVORS

The term “natural flavor” is actually a regulatory term for labeling purposes, I do not believe one can "customize" it by saying natural vanilla flavor. Let me give you an example; at home we may sauté or caramelize onions, for example, to make onion soup. You put onions in a pan with a little oil and apply heat until they turn a rich dark color. You just created a natural flavor, and it would not be accurate to label it as “natural onion flavor” because you actually modified the original onion into a much more pleasing flavor. So it is "natural flavor". Let me give you the FDA's definition of “natural flavors” (from FDA'S Code of Federal Regulations)

"The term natural flavor or natural flavoring means the essential oil, oleoresin, essence or extractive, protein hydrolysate, distillate, or any product of roasting, heating or enzymolysis, which contains the flavoring constituents derived from a spice, fruit or fruit juice, vegetable or vegetable juice, edible yeast, herb, bark, bud, root, leaf or similar plant material, meat, seafood, poultry, eggs, dairy products, or fermentation products thereof, whose significant function in food is flavoring rather than nutritional. Natural flavors include the natural essence or extractives obtained from plants listed in §§ 182.10, 182.20, 182.40, and 182.50 and part 184 of this chapter, and the substances listed in § 172.510 of this chapter."

There is no castoreum used in any of our products.

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