Natural Food Colors:

Food coloring adds attractiveness and interest to our food. However, many commercial colorings are made from toxic and carcinogenic chemicals. Just because a food color is "Organic" does not mean that it is safe. The use of organic solvents in food color processing can still lead to residues of toxic chemicals in your food. If you want to enhance your food but are not interested in the toxic side-effects, consider 100% NeutraNeutraEnergy food coloring.

Health Benefits of Natural Food Coloring:

Bioflavonoids: Many natural food colors are rich in bioflavonoids. Bioflavonoids are pigments that are naturally occurring in a vegetable or fruit. Bioflavonoids have many reported benefits including maintaining healthy capillaries which can help to prevent easy bruising, hemorrhages and other circulatory problems. Currently, the role of bioflavonoids in the prevention of heart disease is being investigated. Based on several studies, bioflavonoids have the same immunity-boosting effects as vitamin C. Another potential benefit of bioflavonoids is in cancer prevention. Studies show that it helps in removing mutagens and carcinogens. It also helps in neutralizing cancer cells.

Polyphenols: Polyphenols are chemical substances found in plants. They have antioxidant qualities. Most vegetable and fruit dyes are great antioxidants. As antioxidants, they fight free radicals. Not only do they fight cancer and heart diseases but they also prevent aging.

Attention deficit hyperactivity disorder (ADHD): For more than 30 years, scientists have investigated the relationship between food coloring and hyperactive behavior in children. To date, no conclusive evidence has been found to show that food coloring causes ADHD. Some studies suggest an association between the two. Most likely, ADHD is caused by the combination of changes in brain structure, environmental factors, and heredity.

Why Neutra Energy Food Coloring?

All NeutraEnergy food colors are derived from natural ingredients such as fruits and vegetables certified organic by the USDA. Our food colors are processed without the use of harmful chemicals.