

TruColor™ manufactures “State of the Art” Natural Food Colors! TruColor™ comes in a dry powder form that the end user “Hydrates & Decorates” and is unlike any other natural color you have ever used! They come in AMAZING “State of the Art” natural food colors in new and exciting shades!

TruColor™ Natural Food Colors have an extended shelf life because they are in a dry form. We guarantee them for a period of one year from invoice date. It is important to note that some TruColor™ including the Purple Grape and Purple Carrot will last much longer, even as much as 5 years if stored properly (Kept dry, away from direct light & heat)

A “Tru” American innovation, TruColor™ is made in the USA, is less expensive and more potent than other brands that offer natural color that simply cannot match the stability, hue, shade and brilliance of TruColor™. TruColor™ Purple Grape & Purple Carrot are unprecedented in natural color strength, 10 grams will color at least 25 pounds of icing a deep rich color! What’s more? TruColor is free of Artificial Preservatives!

TruColor™ airbrush colors are very easy to use, simply “Hydrate & Decorate” they spray without spitting and splattering like the artificial colors are known to do. TruColor™ applies evenly in unprecedented brilliant shades of natural color.

TruColor™ airbrush colors when sprayed on a “Dry Surface” the color will stay “Tru” and are more amazingly more stable than the artificial colors! Pink will not fade to white, Purple will not fade to blue as quickly as the artificial colors. TruColor™ holds their color longer than the artificial colors even under display case lighting. TruColor™ “Shine” light reflective colors, may be sprayed with an airbrush gun or painted with a brush and work great on dry fondant, gum paste and almost any “Dry” food surface!

It is important to know that there are differences in natural and artificial food colors, Most will get fantastic and desired results, because and all the variables sometimes results may not be as you expected, that is why the staff at TruColor™ is here to support every customer. Please email us at [Sales@TruColor.ORG](mailto:Sales@TruColor.ORG) with any questions before use of the color or call us if you don’t have time to wait for email. We here to help all of our customers (and yours) be successful when using these wonderful colors! We welcome comments and questions at and we try to respond with in one working day.

Change is coming, more and more decorators are looking for a natural alternative, in some cases legislation is forcing that change. The goal of TruColor, LLC is to position our company not only to educate the public how to use these fantastic colors but spread the word about the dangers and risks if we don't change the way we as a society consume artificial ingredients in our food supply.

We hope you will join us, we have many years and extensive experience in the color industry, and look to support you in multifaceted areas of cooperation. Together we can change the world one decorated cookie and cake at a time 😊

Best Regards,  
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