

LIGHT COLORS. PREFERRED FLAVORS. ON-TREND LABELS.

High-performance, natural* texturizers for your most delicate applications



Meet consumer demand for clean labels without compromising flavor, color, texture or performance with **NOVATION® Lumina functional native starches**

More consumers are shopping for clean and simple labels. Globally, 80% of consumers want to recognize the ingredients in the products they buy! Now you can formulate for the labels consumers want today while maintaining your products' light colors, nuanced flavors, luxurious textures and expected performance. Labeled simply as "corn starch," natural* **NOVATION® Lumina functional native starches** offer all the functionality of modified starches and enable "natural" and "no artificial ingredients" claims. These solutions also offer superior flavor release and neutral color, allowing your products' qualities to shine through.

CLEAN & SIMPLE™ 

Ingredient
idea labs® 
IDEAS TO SOLUTIONS

Create appealing, flavorful and consumer-winning products

Recognizing all ingredients, and avoiding artificial ones, is important to modern consumers. “Natural,” “all natural” and “no artificial ingredients” claims are the most influential on consumers’ purchasing decisions.¹

With NOVATION® Lumina functional native starches, you can formulate for clean labels and consumer-winning claims, even in your most sensitive applications. These high-performance starches can help you create creamy, smooth textures that last without impacting your applications’ light colors or delicate flavors. They can also support “natural,” gluten-free, non-GMO and other free-from claims, adding even more appeal to your yogurts, dairy desserts and beverages, sauces and dressings, soups and more.

The performance of modified starches

Get the functionality you need to maintain or improve your clean label products’ performance. NOVATION® Lumina functional native starches can help you create creamy, smooth textures, delivering similar viscosity and gel strength as modified starches. These texturizers also provide excellent freeze/thaw and shelf life stability and have high process tolerance, and are ideal for sauces, alternative dairy and other products that undergo harsh processing conditions.

Designed for delicate applications

NOVATION® Lumina functional native starches offer outstanding flavor release and neutral color, making them ideal texturizers for white or light-colored applications with more subtle flavors.

Texturizers with label appeal

Create products that meet more consumers’ dietary requirements and lifestyle preferences with NOVATION® Lumina functional native starches. These texturizers meet the technical specifications for natural ingredients from the International Organization for Standardization, and can support “natural” claims and labels. They are also non-GMO and gluten-free, and do not require allergen labeling.



BENEFIT FROM INGREDION'S CLEAN LABEL INNOVATION

Find the clean label ingredient solutions and expertise you need at Ingredion. Leverage our broad portfolio of solutions as well as the capabilities of our 28 Ingredion Idea Labs® innovation centers globally to turn your clean and simple ideas into delicious reality. Our experts have more than 20 years of clean label knowhow as well as the consumer insights, applied research, applications experience and culinary and nutrition expertise to help you create on-trend products and scale up quickly.

Innovate with **CLEAN & SIMPLE**
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**Manufacturers should consult regulations specific to all target markets. Of the countries that had provisions in place to regulate the term 'natural' in May 2019, these products meet criteria of a natural food ingredient in the UK, France, Ireland, and associated EU legislation, and the global ISO Technical Specification (ISO/TS 19657).

Source:

1. Ingredion proprietary research, Global Clean Label Consumer Study, 2017

This information is intended to support the efforts of our customers to develop and implement an appropriate labeling strategy for products containing Ingredion's products. In all respects, the ultimate decisions on how to identify claims on food packages and label ingredients on food packages remain with our customers. Ingredion Incorporated and the Ingredion group of companies make no warranty about the accuracy or completeness of the information contained above or the suitability of any of our products for your specific intended use. We urge you to carefully review the relevant regulations and to seek appropriate legal counsel as you determine the labeling requirements applicable to your products.

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