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The color of the Soy Lecithin soft gels your market is receiving will be different in color from the previous material. These new soft gels will also have more variability in color than the previous version.

The color change is due to removing the color that was added to the soft gel. This color was causing the soft gel to have trouble rupturing. The color was therefore removed to provide a better product to our customers. You are therefore now able to see the soy lecithin that is contained inside. Soy lecithin is a natural product and has a range of acceptable natural colors. The entire color range is absolutely safe and all colors provide that same amount of soy lecithin at the same quality.

Best regards,

Anthony Hurlburt  
Product Development Manager