

SENSAPURE FLAVOR TECHNOLOGIES - SENSABUILT™



sensapure
FLAVORS

Introducing solutions to the three biggest problems in nutraceutical flavor systems today.

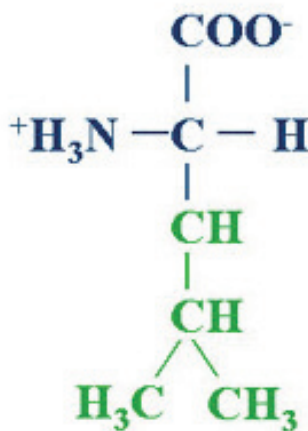
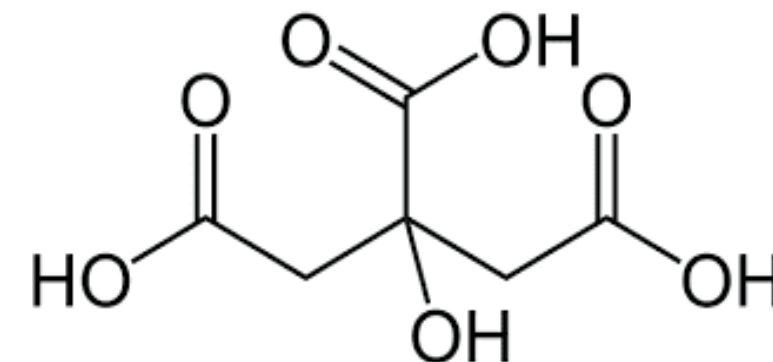
- 1) Base matrix incompatibility.**
- 2) Aroma impact**
- 3) Shelf life stability**

BASE MATRIX INCOMPATIBILITY

What is SensaBuilt™?

Custom. Personalized. Bespoke.

It's no secret. Today's active ingredient blends (base matrices) taste awful. And each different nutraceutical base matrix is its own unique taste of awful. Masking agents that work great for 'bitter blocking' don't work at all in covering the special flavor of plant-based proteins. Brands and manufacturing companies have traditionally tackled this problem using every tool in their arsenal... adding more and more compounds they have on the shelves to the base product to "neutralize" the flavor and then add flavors and sweeteners on top.



How Does it Work?

There is a better way. A customized approach that uses the specific challenges of each tricky active as an opportunity to create a bespoke flavor solution for each unique product. SensaBuilt is a flavor engineered solution that works WITH your base matrices, not on top of them. One that goes to the chemical level. By designing product flavors to work in concert with the existing taste profiles of base matrices, we can save cost and headaches.

Why is it Better?

Imagine that instead of adding expensive materials to mask all the horrid tasting actives in your base, you could add some natural chemicals or extracts to your product that would blend with those strong taste profiles to create a more tangy cherry, or a spicier mango chile. When you can solve flavor problems at the chemical level, you are building specific flavor solutions around each individual base matrix. That is SensaBuilt.

**Ask your partnering
manager how
Sensapure
Technologies can
engineer your
particular base
matrices into
SensaBuilt solutions
today.**

SAMPLING OF FLAVOR KEYS

Hundreds of unique flavors available
in NAT, N&A and ORGANIC

Apple



Apple Pie
Golden Delicious
Granny Smith
Red Delicious

Alcohol Inspired



Brandy
Irish Cream
Rum
Rum & Coffee
Tequila
Whiskey

Baked Goods



Butter
Cake Batter
Cake Crust
Churro
Condensed Milk
Cookie Dough
Cookies + Cream
Danish Streusel
Doughnut
German Chocolate Cake
Graham Cracker
Malt
Milk Crumbs
Strawberry Shortcake

Berry



Blueberry
Blackberry
Raspberry
Black Currant
Elderberry

Blue Raspberry



Blue Raspberry
Blue Raz Popsicle

Candy



Bubble Gum
Cherry Bubble Gum
Cherry Popsicle
Cotton Candy
Grape Bubble Gum
Marshmallow
Orange Creamsicle
Orange Slice
Peach Rings
Red Fish
Rocket Popsicle
Sour Gummy Worm
Starfruit Candy

Cherry



Black
Fresh
Maraschino

Chocolate



Brownie
Dark
Fudge
Hot Chocolate
Milk
Rich Chocolate

Citrus



Blood Orange
Clementine
Grapefruit
Lemon
Lime
Orange
Tangerine

Fruit Punch



Candy
Cherry
Citrus Bubble Gum
Tropical Punch
Tutti Fruity

Grape



Concord
Tart
White Grape

Melon



Cantalope
Golden Honeydew
Honeydew
Watermelon

Nut (allergen free)



Almond
Almond Cream
Cashew
Hazelnut
Roasted Almond
Walnut

Other Fruits



Acai
Apricot
Banana
Nectarine
Passion Fruit
Plum
Pomegranate

Strawberry



Creamy
Fresh
Jammy
Ripe
Tart

Sodas



Cola
Cream Soda
Ginger Ale
Lemon Lime
Orange
Rootbeer

Tropical



Dragon Fruit
Guanabana
Guava
Kiwi
Mango
Passion fruit
Peach
Pineapple
Starfruit

Vanilla



Creamy
Custard
Extract
French
Ice Cream
Vanilla Bean

Other



Butter Pecan
Buttered Popcorn
Caramel
Cinnamon
Coconut
Cream
Ginger
Hibiscus
Honey
Pumpkin Spice
Rice
Tea
Toffee
Yogurt

New & Noteworthy

Black Pepper
Chamomile
Jostaberry
Lavender
Limequat
Pineberry
Pluot
Tanger

Flavor Enhancers

Bitter Blockers
Fresh Flavor
Sweetness Enhancers

For Remote Sensory
Lab Testing, try the
Sensapure App:
sensapure.com/app