

# SENSAPURE FLAVOR TECHNOLOGIES – SENSAROMA™



**Sensapure Flavors don't just taste better – they work better.**

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

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

## AROMA IMPACT

### What is SensAroma™?

It's all about the nose! The human olfactory system is comprised of approximately 400 different smell receptors, and (according to recent research) is capable of distinguishing between somewhere in the range of a trillion different scents. We all know how important that first moment of product experience can be. It's that POP! of aroma that comes when a new package is opened. The "micro cloud" of fresh, potent product wafting up out of the bottle that smells absolutely amazing! But over time, that "new bottle thrill" of lively aroma can fade; leaving your customers wondering why they USED to like your product.

The solution? Flavors systems that include SensAroma™ technology. A proprietary method of creating flavor systems that deliver that aroma POP! each and every time a customer opens your package.

### How Does it Work?

One significant variable in olfactory detection is the volatility of the specific molecules. The higher the volatility of the substance, the more the "scent" molecules will find their way into the air and into a nose.



Not surprisingly, higher volatility also equates with increased aroma degradation. The secret to SensAroma is how we have combined the flavor into both "quick hit" and more "timed release" systems to extend the flavor impact over time.

### Why is it Better?

Because customers re-purchase products that they love to the last scoop, while they don't re-purchase the ones that have grown tired and boring. Let SensAroma give your customers the same "new bottle thrill" from first scoop all the way to the last serving.

**Available in virtually all Spray Dried Flavors.**

**Ask your partnering manager how Sensapure Technologies can give your products a boost in the marketplace 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](https://sensapure.com/app)

**sensapure**  
FLAVORS