

SPECIFICATION

Product Name: Allura Red Supra Color Powder
Chemical Formula: $C_{18}H_{14}N_2Na_2O_8S_2$
CAS Number: 25956-17-6
Molecular Weight: 496.42 g/mol
Appearance: Bright red powder
Odor: Odorless

Chemical Composition

Parameter	Unit	Typical Value	Specification (Min/Max.)
Identification	-	Complies	Positive for Allura Red AC
Assay (as Total Colour Matter)	%	89.3%	≥ 85.0%
Loss on drying	%	4.1%	NMT 10.0%
Water insoluble matter	%	0.05%	NMT 0.2%
Lead	PPM	Complies	NMT 2 PPM
Arsenic	PPM	Complies	NMT 3 PPM
Cadmium	PPM	Complies	NMT 1 PPM
Mercury	PPM	Complies	NMT 1 PPM
Heavy metals	PPM	Complies	NMT 10 PPM

Physical Properties

- Solubility: Soluble in water. Insoluble in ethanol. Insoluble in acetone. Insoluble in chloroform. Insoluble in ether. Insoluble in vegetable oils.

Shelf Life & Storage

- Shelf Life: 5 years from date of manufacture under recommended storage.
- Storage Conditions: Store Allura Red Supra Color Powder in a cool, dry, and well-ventilated place, preferably at 15–25°C. Protect from direct sunlight, excessive heat, moisture, and humidity to maintain color stability and prevent caking. Keep the container tightly closed in the original, properly sealed packaging to prevent moisture absorption and contamination. Store away from strong oxidizing agents, strong acids, alkalis, and incompatible materials. Use clean, dry handling equipment during dispensing to preserve the product's color strength, purity, free-flowing properties, and overall quality throughout its shelf life.

Applications

- Use: Widely used in the food, beverage, pharmaceutical, nutraceutical, and cosmetic industries as a coloring agent to impart a bright red color to a wide range of products. It is commonly incorporated into confectionery, bakery products, dairy products, beverages, desserts, jellies, syrups, tablets, capsules, oral liquids, ice creams, and other food and pharmaceutical formulations. It provides excellent color strength, uniform dispersion, good processing stability, and consistent coloring performance when used in accordance with applicable regulatory requirements.
- Dosage: Depends on the product type, desired color intensity, and applicable regulatory requirements.

Packaging

- Standard Packing: 25 Kgs HDPE Drum, 5 Kgs and 1 Kgs or as per customer requirement.
 - Labeling: Product name, batch number, net weight, manufacture date, expiry date, and manufacturer details.
- * Specifications are based on the manufacturer's provided specifications.