



Citrosa+

Fine tune your sweetness

Whether it's no sugar, low sugar, or diet, consumers are seeking products that deliver the nostalgic sweetness of sugar.

High-intensity and bulk sugars pose many taste challenges for the formulator.

Citrosa+ works in synergy with HIS and bulk sugars. It fine tunes the sweetness profile of HIS. At the same time, it also enables a partial replacement of any of the used sweeteners.

The Citrosa+ Advantage

- ✓ Improves the sweetness profile
- ✓ Reduces off-notes in products containing high-intensity sweeteners and bulk sugars.
- ✓ Highly water soluble
- ✓ Partially replaces any sweetener
- ✓ EU / GRAS-approved in food and supplements
- ✓ N&A label declaration



HTBA (HealthTech BioActives) is a global leader in Natural Flavonoids and B12 Derivatives, creating a measurable impact on consumers' well-being.

40+ years of experience producing consumer-centric solutions from nature, in Functional Health, Pharmaceutical APIs, Taste Modulation, and Animal Nutrition.

Adhering to the highest European manufacturing standards in sustainability, quality, and supply chain.

Because there are no limits to nature when there is a team of passionate experts who know how to best harness its power.

Why Partner With Us?



Leading science-based Flavonoid & B12 producer



Global expertise: Customized & specialized solutions



Application Labs in Europe and US



Clean Label ingredient declaration



Transparent supply chain, ingredient sourcing & manufacturing

Certifications



Taste Modulation Solutions

Delivering the original taste experience



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It's all about TASTE!

- ✓ **Consumers** are increasingly seeking **cleaner and healthier products**, with functional benefits
- ✓ **Beverages, dairy and dairy alternatives** are an usual choice for consumers that **fit their lifestyles!**
- ✓ When choosing their brand **consumers read labels for Health, Nutrition and Ingredient content**

And most importantly, these products must TASTE GOOD

- ✓ **Great Taste drives trial and repeat** for a successful and sustained product launch or reformulation.
- ✓ Today's consumer trends demand formulating with a **variety of sweetening systems, functional ingredients, plant-based materials** and more.
- ✓ Each of these present unique **taste challenges in the final product.**

As your trusted Taste Modulation partner we are poised with proven solutions to help solve your taste challenges.



Our Flavonoid-based Taste Tools help solve Taste challenges

A Flavonoid is a polyphenol found in fruits and plants. Along with other benefits, they have functional properties as Taste Modulators

Taste Transparency Toolbox

Ready to Use!
Available in Liquid or Powder form

Sweetness Enhancement Solutions

Sugar Reduction

- ✓ Lack of onset sweetness
- ✓ Time-intensity curb recovery
- ✓ Sweetness synergy with all sugars and natural & artificial sweeteners

Sweetness Profile Improvement

- ✓ Recovery of onset sweetness
- ✓ Lingering reduction
- ✓ Off-notes reduction from artificial sweeteners

Flavor Enhancement

- ✓ Top note recovery
- ✓ Flavor switch avoidance

Mouthfeel and Flavor Enhancement Solutions

Taste Tools

NF01 NF02 NF04

Our Taste Modulators can be mixed to deliver the optimal solution for any taste challenge

Natural origin from Citrus or Apple
Declared as **Natural Flavors**
Regulatory Compliance such as, JECFA and FEMA GRAS-approved

Taste Masking Solutions

Bitterness Blocking

- ✓ Protein masking
- ✓ Fortified drinks: extracts, vitamins, aminoacids
- ✓ Tea extracts
- ✓ Cocoa
- ✓ Burnt processed flavors

Astringency Suppression

- ✓ Soy and fava beans
- ✓ Plant based drinks
- ✓ Botanicals

Off-Notes Reduction

- ✓ Green notes
- ✓ Metallic notes (minerals, high-intensive sweeteners,...)
- ✓ Licorice (Stevia)

Mouthfeel Enhancement

- ✓ Lack of roundness
- ✓ Density feeling improvement