

Factsheet

About the cause of colour change of products

Some vitamins and certain medicines contain active ingredients that are sensitive to light.

One example is vitamin C (chemically known as ascorbic acid).

Light - in the long term - reduces the beneficial antioxidant effect of vitamin C and ascorbic acid may turn yellow or brown.

Such sensitive active ingredients need to be protected from the effects of light.

This has been the purpose, until now, of the harmless titanium dioxide, which has been used for decades by the vitamin and pharmaceutical industries to give capsules and tablets a white colour.

The European Union has recently decided to ban the use of titanium dioxide. The justification is superficial and, as for me, not at all convincing.

After August 7, 2022, it will no longer be possible to import vitamin or medicinal products containing titanium dioxide into the EU.

Products made with titanium dioxide, manufactured and imported before that time, will remain on the market for years to come, until the end of their expiry date.

Some thoughts on the strangeness of the measure

The European Union sometimes wages senseless wars on harmless substances while allowing the marketing of substances that are proven to be harmful to health.

Many years ago, when the European Union, for reasons unknown, did not yet allow the use of stevia, a natural and perfectly safe sweetener extracted from a plant that primitive peoples have used for centuries, I was raided by the authorities to confiscate stevia-sweetened preparations.

Later, the wind changed direction and there is no longer any obstacle to the use of stevia.

All the while the European Union is not taking action against the use of artificial sweeteners such as aspartame, which have been proven to be harmful.

They do not want to challenge multinational giants such as Coca Cola, which use it by the ton.



On the basis of the arguments published by the EU, I am not convinced the ban on titanium dioxide is justified, but I have noted the decision and have taken the necessary measures.

The familiar white colour lent by titanium dioxide will be replaced in the near future by other colours, depending on the colour of the sun protection used.

This colour could be yellow, red, black or other.

The change of colour is a purely aesthetic question and does not affect in the slightest the value and utilisation of the active ingredients.

The new look may seem unusual at first, but over time it will become familiar and natural.

With us, you will experience the changes within a short time.

The EU has only just broken the news of a possible ban, but we didn't wait for it to be imposed, we took immediate action and started to rid products of titanium dioxide.

As a result, our first such product, the 1000mg vitamin C capsule may come out within a few days, dressed in a new suit.

Bottom line:

Only the colours are changing, and only for certain products.

The quantity and value of the active ingredients will not change.

I believe there was no reason for concern before this and there will be none in the future.

Please, continue to enjoy the benefits of our products.

Thank you for your attention.

Yours sincerely:

Dr. Gábor Lenkei

Budapest, March 25, 2022

