

BEYOND THE COLOR

Navigating the Red Dye No. 3 Ban

With rising scrutiny around artificial dyes, especially Red Dye No. 3, brands are rapidly removing or replacing them. But in the race to respond, one risk looms large: disappointing your core consumer.

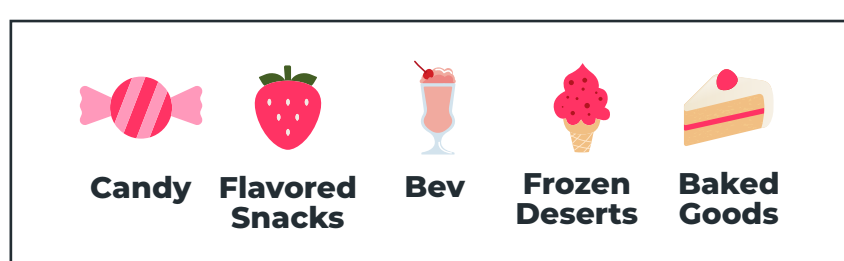
Long Position

1 Why Does This Ban Matter?

Red Dye No. 3 Is Banned

FDA ruling effective January 15, 2025 – brands must comply by January 15, 2027.

Effected Products



Color = Perception

Red 3 is known for its vibrancy, and natural alternatives can't replicate it perfectly.

90% of product judgements are based on color alone.¹

Color affects perceived flavor intensity, quality, and emotional response.

3 The Technical + Emotional Challenge

Technical



UNSTABLE PIGMENTS



NO NEON RED DYE MATCH



BIOTECH INNOVATION

Emotional



COLOR = TASTE



DULL RED = LESS APPEAL



EXPECTATION ≠ REALITY

Think: Stroop Effect meets strawberry candy.

5 The Curion Advantage:

Curion Helps Reformulate With Confidence



Sensory Testing - Identify objective perceptual changes.



Curion SCORE - Measure product performance and category competitiveness.



Curion PULSE - Move fast with agile methodologies designed for reformulation sprints.



Qualitative Feedback- Hear directly from your core users—what's working, what's not, and why competitiveness.

2 What Matters Most To Buyers?

Consumers Are Divided

83% are aware of the ban, and nearly half plan to avoid Red Dye No. 3 Products.²

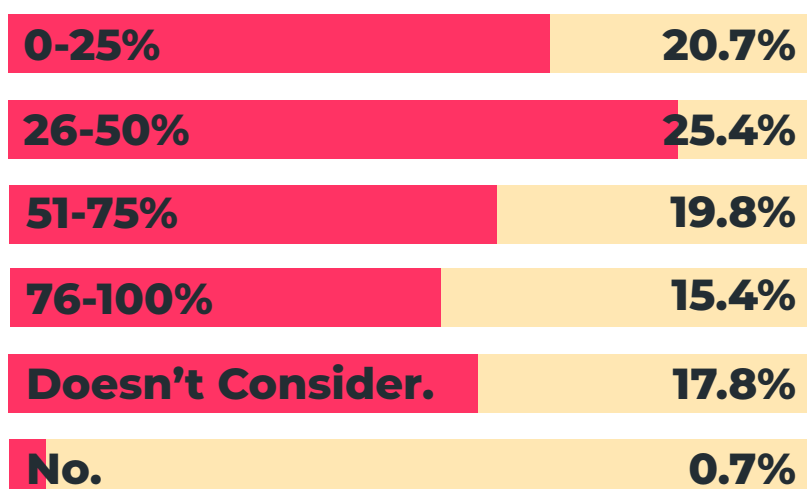
48% say they will not alter their candy choices.²

25% plan to switch to products without Red Dye.²

CURION POLL PULSE

What percentage of the groceries you regularly purchase do you consider to be free from artificial colors & flavors?

Only 1 in 4 consumers say half or less of their groceries are free from artifical colors and flavors, meaning most of what they buy still contains them.



4 The Shift Toward Natural



"Free from artificial colors" influences

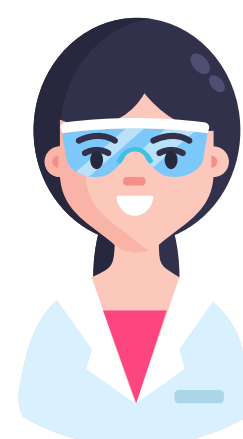
34% + of shoppers.



Natural Ingredient claims are linked to healthier and more functional choices.

TURN THE BAN INTO YOUR BRAND'S BREAKTHROUGH!

Reformulations, even when well-intended, can subtly shift taste, appearance, and overall satisfaction.



At Curion, we help brands ensure that reformulated products still deliver on consumer expectations, so they pass regulatory hurdles, but also win on shelf.

Get Started Today! Contact us at info@curioninsights.com for more information.

¹ Applied Psychology Degree. (n.d.). Color psychology: See the value for marketing. University of Southern California. <https://appliedpsychologydegree.usc.edu/blog/color-psychology-used-in-marketing-an-overview>

² Gelski, Jeff. 2024. "Consumers Are Paying Attention to FDA's Red No. 3 Ban." Food Business News, March 28, 2024. <https://www.foodbusinessnews.net/articles/27675-consumers-are-paying-attention-to-fdas-red-no-3-ban>.