



August 2013

Dear Sethness Customer,

Effective January 7, 2012 California Proposition 65 began enforcing the listing of 4-Methylimidazole (4MeI) as a carcinogen. 4MeI is a low molecular weight compound that is present in Class III and Class IV Caramel Colors. 4MeI is also present in a great many other food and beverage products, many of which do not contain any Caramel Color.

Sethness Products Company does not agree with the decision by the Office of Environmental Health Hazard Assessment (OEHHA) to list 4MeI on the list of potential carcinogens found in Proposition 65. For generations Caramel Colors have been safely manufactured and used throughout the world.

OEHHA has instituted a No Significant Risk Level (NSRL) of 29 micrograms per day. This is based on average daily intake of the finished products in question and not necessarily on a per serving basis. It is very important for each customer to carefully identify the average daily intake over the lifetime of the average consumer of their products in California before making any formulation changes. Sethness Products Company will be happy to provide the average 4MeI levels in any of our Liquid and Powdered Caramel Colors.

Sethness Products Company has been diligently monitoring the events in California and has spent a great deal of time and effort developing low 4MeI alternatives for our Class III and Class IV Liquid and Powdered Caramel colors. Samples and literature are available upon request. In addition, keep in mind that Sethness also manufactures Class I and Class II Caramel colors which do not contain any 4MeI.

Sethness Products Company has been proactively working on this project for more than three years, and we are prepared to assist you at any time. Caramel colors have been safely used for hundreds of years and are the most widely used food coloring in the world and have been listed as GRAS (Generally Regarded As Safe) by the US Food and Drug Administration. GRAS would not be used to describe Caramel Color without solid evidence. As always, we genuinely appreciate your continued support and loyalty to Sethness Products Company.

Yours very truly,

Henry B. Sethness

President

SETHNESS PRODUCTS COMPANY

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