





## Socio-cultural factors

- Consumers' attraction for « naturality »
- Good image of plant products

## ℵ But also a long history

- Many colorants and hydrocolloïds
- Antioxydants
- Presumed health effects nutraceuticals

## 尽 Recent innovations in extraction

- Process intensification : « XX-assisted extraction »
- REACH regulation (2006)













































































