

AnyAddy[®]

Water Soluble Cellulose Ether For Food Application

www.lotte-cellulose.com



LOTTE FINE CHEMICAL



AnyAddy®

AnyAddy®, a non-ionic water soluble cellulose ether, is a brand name of LOTTE Fine Chemical for their HPMC (Hydroxypropylmethylcellulose) and MC (Methylcellulose) products targeted for the food and dietary supplement applications.

AnyAddy® products are derived from natural wood pulp, meeting all the requirements of the current USP, EP and JP 'Hyromellose' along with Kosher and Halal Certifications.

AnyAddy®, in compliance with FDA, EU and FAO/WHO guidelines, is produced in compliance with GMP, retaining FSSC22000(GFSI), ISO9001 and ISO14001 certifications as well.



AnyAddy® Functional benefits in Food and Dietary Supplements:

- Film Coat
- Thickener
- Suspension Aid
- Taste Masking
- Stabilizer
- Emulsifier
- Mouthfeel Enhancement
- Moisture Retention

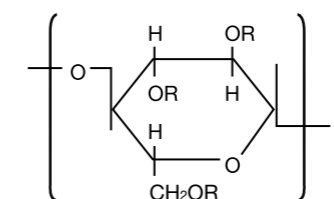
General Characteristics

HPMC

CAS No. 9004-65-3
 INS No. E464
 Generic name Hydroxypropylmethylcellulose, Hypromellose

Reference FCC, USP

Chemical Structure



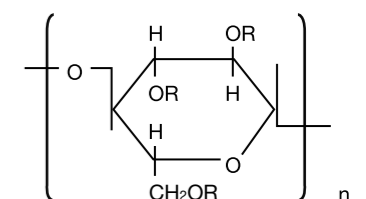
R : -H, -CH₃
 -CH₂CH(OH)CH₃

MC

CAS No. 9004-67-5
 INS No. E461
 Generic name Methyl cellulose

Reference FCC, USP

Chemical Structure



R : -H, -CH₃



General Properties

Non-ionic water soluble cellulose ether
derived from natural wood pulp

- Being Hydrophilic and water-soluble
- Being Non-digestible, Non-Allergenic, Non-Ionic, Non-GMO
- Being tasteless and odorless
- Being stable in the range of pH(3~11) and temperature (-40~280℃)
- Proven to be safe and stable material (LD50(oral) : 5.2g/kg)
- Delivering excellent water-holding property
- Maintaining shape by the unique property of reversible thermo-gelling
- Providing excellent film formation for coated foods and dietary supplements
- Acting as a replacement of Gluten, Fat, and Egg white
- Working for various food applications as foam stabilizer, emulsifier, dispersing agent, etc.

Product Types & Grades

Viscosity(cPs)	HPMC			MC
	AN type	BN type	CN type	
3	AN3			
4		BN4		
6	AN6			
15	AN15			MC15
50	AN50	BN50		
100			CN10M	
450		BN45M		MC40M
1500				MC15H
4000		BN40H	CN40H	MC40H
15000			CN15U	
100000			CN10T	
Gel Point	60°C	65°C	90°C	50-60 °C

AnyAddy® comes in diverse viscosity ranges from 3 to 100,000cPs (2% solution).

How to use AnyAddy®

Powder Mixing

- Mix AnyAddy® powder with other dry food materials (flour, starch sugar, salt, etc.)
- Ensure thorough mixing to achieve uniformity
- Add the mixture into the cold water (under 40 °C)

Liquid Dispersion

- Disperse AnyAddy® powder into the liquid (vegetable oil, glycerin, corn syrup etc.)
- Mix the liquid suspension with the cold water and other raw materials

Hot Water Dispersion

- Disperse AnyAddy® powder into the hot water (over 80 °C)
- Stir until it cools down to room temperature

Package

AnyAddy® Package

- HPMC AN type : 25kgs paper bag
- HPMC BN & CN type, MC : 20kgs paper bag

Applications & Benefits

Applications	Functionality	Recommended AnyAddy®	Dosage level (Approx. %)
Food			
Gluten Free Bakery Products	· improves volume and aeration · better texture	CN type MC type	1.25%
Vegetarian Products	· controls and binds moisture · binds and maintains product shape	BN type MC type	1.30%
Formed Products (e.g. potato croquettes)	· controls and binds moisture · binds and maintains product shape	CN type MC type	0.30%
Fillings Sweet and Savory	· anti-boiling out · controls and binds moisture	BN type MC type	0.50%
Bakery Blends	· better texture · moisture retention · extends shelf life	BN type CN type	0.30%
Doughnuts	· reduces oil uptake during frying	CN type MC type	0.30%
Batters and Coatings	· reduces oil uptake · improves viscosity and adhesion	CN type MC type	0.40%
Dairy Toppings	· better overrun · improves freeze/thaw stability	BN type MC type	0.30%
Non-Dairy Creams	· better overrun · smoother texture · increases stability	AN type BN type	0.70%
Beverage and Brewery	· mouthfeel enhancer · improves viscosity · soluble fiber	AN type CN type	0.30%
Soft candy and Chewing gum	· moisture retention · coating	BN type	0.10%
Noodle	· increases storage stability · prevents elution of starch	CN type	0.40%
Ice cream	· stabilizes fat droplet and air cell · forms the ice crystal properly	AN type BN type	0.40%
Dietary supplements			
Film Coating	· makes a transparent film	AN type	1~3%
Binder	· enhances the hardness of tablet (wet granulation / direct compression)	AN type BN type	2~10%
Time Release (Sustained Release)	· hydrates to create a gel layer · controls ADI release pattern	CN type	5~20%

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www.calchem.com

Seoul office

Add : 26F, 27F, Glasstower Bldg., 534, Teheran-ro,
Gangnam-gu, Seoul, Korea
Zip Code : 06181
TEL : +82-2-6974-4831 · FAX : +82-2-6974-4549

Incheon Plant

Add : 47, Namdong-daero 79beon-gil,
Namdong-gu, Incheon
Zip Code : 21700
Tel : +82-32-899-0881 · FAX : +82-32-816-4504

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