

# Our Masking Solution Suite

Quickly and effectively overcome taste challenges in products formulated to meet consumer demand for higher protein, better nutrition, and more functionality with Edlong's unique suite of *masking solutions*.

## Don't know where to start? Start here

Without adding additional flavor notes of its own, this *new SUPERMASKER™* technology can provide a more neutral base for developers to work with, allowing for the inherent flavor profiles to shine and not be overshadowed by the off-notes associated with the plant-based protein.

Unlike other masking solutions, which may impart unwanted taste profiles and only target masking for one plant protein source, our *SUPERMASKER™* technology allows a single flavor to mask several individual proteins without leaving any unwanted residual notes behind.



**super**  
Masker™

Our Masking Solution Suite works in:

- Beverages
- Bars
- Dairy and Non-Dairy Applications
- And more!

**You understand  
the challenge?**

**Here's how we help**

### ProMasker Range

Designed to help your high-protein product be the cleanest version of itself by addressing bitter, stale, metallic and other off-notes in formulations, even with 20% or greater dairy protein.

### Plant Power Range

Addresses the waxy, soapy, metallic, or fishy off-notes often associated with plant oils or fats, plant-based colors, and other plant-derived ingredients, giving your product a cleaner, more pleasant taste.

### Plant-Pro Masker Range

Designed to address the beany, vegetative, green, cardboard, or bitter off-notes associated with pea, soy, oat, fava, and other plant-based proteins in your formulation, elevating the taste of your product.

### Nutri-Mask Range

Helps eliminate the metallic, bitter, or astringent notes that accompany fortification with vitamins and minerals, enabling you to deliver the nutritious, great-tasting products your consumer's demand.



**Whatever your taste challenge is,  
we are here to find the perfect masking solution for your application**

**Contact Us!**

Start Innovating with Dairy Flavor Profiles!  
Contact your sales representative or  
visit [edlong.com](http://edlong.com)

**EDLONG®**  
*Everything Dairy Can Be.™*