Cellulose Derivatives



Methylcellulose, Hydroxypropylmethylcellulose





YOUR BENEFITS

- Gluten free & egg white replacement
- Emulsifying
- A lot of viscosity steps
- Reversible thermogelation





AnyAddy® is the brand name of **HPMC** (Hydroxypropyl Methylcellulose) and **MC** (Methylcellulose) produced by our verified longterm Korean partner Lotte Fine Chemical Co., Ltd. **AnyAddy®** is plant-derived, produced from natural wood pulp.

You can build the base for your best food product with the excellent properties of Cellulose. In addition, the Cellulosics have unique benefits in relation to thickening comparing to other Hydrocolloids. The main important benefits are that the reversible thermogelation process, it has a lot of viscosity steps, it can improve moisture retention and build an emulsion while binding water and oil and you can replace allergic binder, like eggs. In bakery, meat or meat alternatives, dairy or convenience, the Cellulosics helps to improve your results for example in hot/cold applications, dispersions and dry blends.

Viscosity (cPs)	НРМС			MC
	AN type	BN type	CN type	MC
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

Properties				
Viscosity	• Foaming	• Emulsifying	• Filmforming	Reversible thermogelation

Applications





















Bakery

Cheese

Dressings & Sauces

Egg-free

Filled & F Formed Fi

Fruit Fillings

Gluten-free

free Health Food

d

Meat & Sausages

Vegetarian & Vegan









