

High Quality Naturally Colored Cotton Fibers

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The Natural Hue Company

Introduction

The history of naturally colored cotton dates back thousands of years. Naturally colored fibers have been prized for their natural colors that do NOT require bleach or dyes. However, researchers have often abandoned their cotton breeding efforts because the color fibers lack the length, strength, and uniformity properties required to pick, gin, and mill at a commercial level. Naturally colored cotton is not widely available today because of the traditionally poor fiber qualities exhibited by these plants.

Objectives

Objective: To develop cotton plants with naturally colored fibers that can be commercially processed into high end products.

Areas that we have improved:

1. Fiber Length
2. Fiber Uniformity
3. Fiber Strength
4. Yield
5. Price

Blending

The traditionally higher price of these naturally colored cottons can be reduced by blending with white fibers. Below are naturally colored cotton yarn samples with varying white cotton fiber blends.



Conclusions

This project has taken decades of work and will continue into the future. We have made significant improvements in advancing naturally colored cotton fibers. Below are HVI comparisons of where the naturally colored cotton industry was in the United States and where The Natural Hue Company (NH) is now.

Brown HVI Fiber Characteristics

Brown Cotton	Previous U.S. Brown	NH Brown Acala
Micronaire	5.10	4.20
Length	0.95	1.20
Uniformity	80.2	85.4
Strength	23.4	32.5
Yarn Count	5/1	40/1 - 60/1

Green HVI Fiber Characteristics

Green Cotton	Previous U.S. Green	NH Green Upland
Micronaire	2.70	2.80
Length	1.03	1.14
Uniformity	79.6	81.6
Strength	20.4	24.5
Yarn Count	5/1	30/1

Commercial Use

With initial product launches from **Levi's** and **The Northface**, we hope to bring naturally colored cotton fibers to the marketplace. These NON-GMO cotton varieties are **sustainably sourced** and do not require bleach, salt, or dyes. Please contact us at Mike.Olvey@naturalhue.com.

Contact Information

