Extraction and standardization of betalain from *C. argentea* var. *cristata*

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**SUMMARY:**
In the current work, studies were carried out to extraction and standardization of the betalains from *Celosia argentea* var. *cristata* (CAC) inflorescence for possible use as a source of natural colour for the food industry. Pigment extraction was carried out using water as the extractant. Results showed that maximum betacyanins were extracted at a pH of 5 using citrate buffer, at a sample: solvent ratio of 1:3, the temperature of 20°C for 90 minutes. The extracted pigments were found to stable at 4°C upto 15 days.

**KEY WORDS:** Betalain, Pigment, Natural colour