

# Food & Color Additives: Facts Over Misinformation



The makers of America's food and beverage brands deliver safe, affordable and convenient products that consumers want, need and trust. Food safety is of paramount concern to the CPG industry, and we support the proven, science and risk-based process established by the Food and Drug Administration (FDA) to review the safety of food additives.

Attempts by state politicians to ban certain food and color additives undermine the rigorous evidence-based safety standards already established by the FDA. Americans deserve unified guidance, not a patchwork of confusing laws, and Consumer Brands will continue advocating for oversight from qualified experts, scientists and regulators to support public health, build consumer trust and promote consumer choice and safety.

## Let's set the record straight...

### MYTH

The following colors and additive are commonly found in children's snacks and are harmful for consumption:

- Red Dye 40
- Yellow Dye 5
- Yellow Dye 6
- Blue Dye 1
- Blue Dye 2
- Green Dye 3
- Titanium Dioxide

### FACT

Numerous global agencies (U.S. Food and Drug Administration (FDA), the Joint Food and Agriculture Organization of the United Nations (FAO) and the World Health Organization (WHO) Expert Committee on Food Additives (JECFA), and the European Food Safety Authority (EFSA)) charged with evaluating food safety issues **concluded that no causal relationship has been established and that dietary exposure for children and all other age groups does not present a health concern.**



### MYTH

Titanium Dioxide can cause cancer.

### FACT

As of March 2024, the **FDA concluded that titanium dioxide is safe for use in foods** at the intended usage levels. FDA allows for the safe use of titanium dioxide as a color additive in foods according to certain specifications and conditions.



### MYTH

Kid-friendly packaged lunch options cause developmental problems in children.

### FACT

**All products are tested to ensure any food or color additives are used according to FDA's approval**, including the types of foods where it can be used and the maximum amount allowed.





## FOOD & COLOR ADDITIVES: FACTS OVER MISINFORMATION

Food Additive	Alleged Most Recent FDA Review	Actual FDA Review	FAO/WHO Joint Expert Committee on Food Additives
<b>Blue 1</b> (CAS 3844-45-9)	<b>1969</b> MYTH	<b>2011, 2019</b>	<b>2017:</b> Dietary exposure for children and all other age groups does not present a health concern.
<b>Blue 2</b> (CAS 860-22-0)	<b>1983</b> MYTH	<b>2011, 2019</b>	<b>2019:</b> Dietary exposure for all age groups does not present a health concern.
<b>Green 3</b> (CAS 2353-45-9)	<b>1982</b> MYTH	<b>2011, 2019</b>	<b>2017:</b> Dietary exposures for adolescents and all other age groups do not present a health concern.
<b>Red 40</b> (CAS 25956-17-6)	<b>1971</b> MYTH	<b>2011, 2019</b>	<b>2016:</b> Dietary exposure for children and all other age groups does not present a health concern.
<b>Yellow 5</b> (CAS 1934-21-0)	<b>1969</b> MYTH	<b>2011, 2019</b>	<b>2016:</b> Dietary exposure for the general population, including children, does not present a health concern.
<b>Yellow 6</b> (CAS 2783-94-0)	<b>1986</b> MYTH	<b>2011, 2019</b>	<b>2011:</b> Dietary exposure to FCF does not present a health concern.
<b>Titanium dioxide</b> (CAS 13463-67-7)	<b>1973</b> MYTH	<b>2024</b>	<b>2024:</b> Use in food is safe and the total daily intake of the substance does not represent a hazard to health.

### 2011

In 2011, the FDA conducted a review of published literature on color additives and behavioral effects in children, including the studies cited by CSPI's citizen petition. Based on the review of the data from published literature, **FDA concluded there was no causal relationship between exposure to color additives and hyperactivity in children in the general population.** In March of 2011, FDA Convened Food Advisory Committee to consider available relevant data on the possible association between children's consumption of synthetic color additives in food and adverse effects on behavior. The Committee made the determination that **relevant scientific data did not support a causal link between consumption of certified color additives in food and hyperactivity and other problematic behaviors in children.**

### 2019

According to the transcript of a 2019 FDA Science Board review, many members of the Science Board expressed personal viewpoints **that the colors in question have not been shown to be causing these adverse neurobehavioral effects.** The Science Board members did discuss the types of further studies that would be required to investigate the relationships more definitively.

### 2024

On March 4, 2024 FDA updated its webpage on titanium dioxide, including its review of EFSA's opinion, and concluded that **there are no safety concerns for the use of TiO<sub>2</sub> as a color additive** according to certain specifications and conditions set forth in the regulations.

\*\*\* In 2021, the Senate Health Committee reviewed and evaluated applying warning labels to all synthetic colors. In the policy comment, they laid out an analysis for establishing causation and determining a threshold for requiring a warning label. The questions presented in the analysis were: 1) What standard should the Legislature use to place a warning label on a food product (i.e., should a causal relationship to a negative outcome or disease be established convincingly, or at least favored, versus a correlation with a negative outcome); and, 2) Does the available evidence make the case for the standard the Legislature believes is appropriate to adopt a warning label on synthetic dyes? Unfortunately, this bill was set for hearing in the Senate Health Committee and the hearing was cancelled at the request of the author.