



## CARAMEL COLOUR IS NOT A HEALTH RISK

D.D. Williamson, the world leader in caramel colour, reaffirms the safety of caramel colour — past, present, and future. U.S.A. Federal health authorities and scientists dispute the study conclusions on which the State of California based its decision to list 4-Mel on Proposition 65. 4-Mel is a naturally-occurring substance — found in roasted coffee, grilled meat, and baked goods — that occurs when most foods are cooked, roasted or broiled.

A recent article in Food Safety News reported: “A person would have to drink more than a thousand cans of soda in a day to match the doses administered in studies that showed links to cancer in rodents,” said U.S. FDA spokesperson Doug Karas in a now widely-cited statement.

According to Dr. James Coughlin, a toxicologist who studies animal carcinogen, the risk posed by 4-Mel is even smaller than this government estimate suggests.

In order for humans to reach the equivalent of even the lowest cancer-causing dose in mice, says Coughlin, a woman would have to drink 37,000 cans (12 oz) a day for the rest of her life. A man, on the other hand, would have to drink a whopping 95,000 cans a day during his lifetime. These figures are taken from a slightly more conservative study of colas done last year that found an average of 130 micrograms of 4-Mel per can as opposed to the 138 micrograms found by CSPI.

“It’s certainly not a health risk,” Coughlin told Food Safety News. “Cola is not causing cancer in humans. It’s just not happening.”

In fact, he says in the same study, rats were also given high doses of 4-Mel, and none of them developed tumors. The chemical even reduced their risk of 5 other types of cancer (besides the lung cancer it produced in mice).

“I believe this is much ado about nothing,” he says.

“There is strong scientific evidence that the chemical never should have been listed by Prop-65,” added Coughlin.

<http://www.foodsafetynews.com/2012/03/cola-carcinogen-debate-bubbles-over/>

Caramel colour is safe and harmless. There has never been a study that showed any health risk from caramel colour. Caramel colours have long histories of safe use in many global markets and have been the subject of many extensive safety evaluations to support their continued use as food ingredients globally.

Although DDW believes strongly that the developments in California are wholly unsupported by any evidence or reasonableness, DDW scientists have formulated exclusive and patented Class III and IV Caramel Colours with substantially reduced levels of 4-Mel for those food manufacturers struggling to avoid Prop-65 labels in California.

For more information, please visit <http://caramel.com/carameltruth/>

**D.D. Williamson**  
**Global Support Center**  
100 South Spring Street  
Louisville, Kentucky 40206  
USA

Tel: 1 502 895 2438  
Fax: 1 502 895 4489  
[www.ddwcolor.com](http://www.ddwcolor.com)

**Manufacturing:**  
Louisville, KY, USA  
Anaheim, CA, USA  
Port Washington, WI, USA  
Co. Cork, Ireland

Manchester, UK  
Somerset, UK  
Shanghai, China  
Matsapha, Swaziland  
Manaus, Brazil