Myth 7: Cancer is caused by the colorants in pet food

Rumours about the impact of colorants on all aspects of health are rife, especially on the internet. Often, when an ingredient has been tested for safety and is assigned an 'E' number, this adds to the rumour as there is a general concern about E Numbers.

One such rumour is that artificial colorants cause cancer. The colorants in Mars products are perfectly safe and are approved for human and pet consumption.

We include safe, approved colorants in some of our pet foods as they enable us to produce pet food that is appealing to the pet owner. All of the colors we use are approved as safe under EU regulations.

There is no evidence to suggest a link between colorants in pet food and cancer.