



FDA Bans Synthetic Dyes In Food & Beverages

The U.S. Food and Drug Administration (FDA), in collaboration with the Department of Health and Human Services (HHS), has announced a groundbreaking initiative to phase out petroleum-based synthetic dyes from the nation's food supply by the end of 2026. This move addresses growing concerns about the potential health impacts of synthetic dyes, particularly on children.

Why This Matters

Synthetic dyes, such as FD&C Red No. 40 and FD&C Yellow No. 5, have been linked to various health issues, including hyperactivity in children. By transitioning to natural dyes, the FDA hopes to mitigate these risks and promote a healthier food environment. This shift is a significant industry transformation that aligns with trends we have been observing in Europe and Asia for several years.

Atlas's Supporting the Transition

At Atlas, we are dedicated to supporting our clients in the food and beverage industry during this transition. Our SUNTEST® test equipment and expertise can be invaluable in helping manufacturers explore new natural coloring options and develop innovative, safe, and appealing products.



Light stability testing of beverages using the Atlas SUNTEST XXL+ FD

How We Assist

- Expert Guidance: We ensure your light stability testing protocol for colors and final products works effectively.
- Proven Equipment: Utilize the popular SUNTEST technology for reliable outdoor and indoor light stability testing of colors, as well as Accelerated Shelf-Life Testing (ASLT) of final products using Atlas StoreLight®.

More Information

Have a look at our online seminar on light stability testing of consumer goods, or download a free Application Guide. For further information have a look at our online library, listen to recorded online seminars or review upcoming online and on-site educational classes: www.atlas-mts.com.