

Europe: Diet sweetener aspartame is safe in cola

10 December 2013

The European Food Safety Authority has found that the artificial sweetener aspartame is safe for people to consume at the levels currently used in diet soft drinks.

After conducting a major review of evidence, the agency said Tuesday it has ruled out any "potential risk of aspartame causing damage to genes and inducing cancer."

The finding will be welcome news to Coca Cola Co., which recently launched an [advertising campaign](#) to dispel fears about Diet Coke after other studies showed that aspartame might be dangerous, leading to a fall in sales.

Aspartame, the sweetener used in Diet Coke, is also known under the brand name NutraSweet.

The ESFA, the European Union's food risk assessment agency, is based in Parma, Italy.

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