

No health risk from the cocaine content in Red Bull Simply Cola

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Cocaine is a natural constituent of the coca leaf. Coca leaf extracts are an ingredient in the soft drink. Cocaine can affect in particular the central nervous system and the cardiovascular system and has the potential to make the user mentally dependent.

The Federal Institute for Risk Assessment (BfR) has undertaken a health assessment of the cocaine content of a coca leaf extract-containing soft drink. BfR comes to the conclusion that no health risk is to be expected from consumption of this product because of its low cocaine content.

The *Land* Institute for Labour and Health of the *Land* North Rhine-Westphalia had detected 0.4 microgram cocaine per litre in Red Bull Simply Cola. According to information in the scientific literature, the lowest dose that may lead to an adverse effect is a daily intake of 4800 microgram cocaine per person. This corresponds to the amount of cocaine contained in 12000 litres of the soft beverage. Assuming a high daily consumption of 1.7 litres, the margin of exposure between the consumed amount of cocaine and the amount upwards of which adverse effects may occur, is a factor of approximately 7000. For mean consumption of 0.6 litres, the margin of exposure is a factor of 20000.

The full version of the BfR Health Assessment in German is available on http://www.bfr.bund.de/cm/208/kein_gesundheitsrisiko_durch_den_cocaingehalt_in_red_bull_simply_cola.pdf