Myth 9: Our pet food contains addictive substances

Some pets like Mars pet food so much that they refuse other brands. This has led to a myth that our pet food must contain addictive substances such as caffeine which are bad for pets.

This is untrue. At Mars, we do not use addictive substances in any of our pet food.

We ensure high enjoyment of our products through understanding of pets' taste preferences and their nutritional needs. We design the recipes that appeal to pets and perform regular testing.

We comply with the regulations around permitted ingredients and would never use addictive substances in our pet food.

Some pets prefer only to eat food that they are familiar with and will reject new food. It is a behavior known as neophobia.