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## Venator to Highlight HOMBITAN® and UV-TITAN® at in-cosmetics® 2025

April 2, 2025 – Wynyard, UK – Venator, a global manufacturer of pigments and additives, is pleased to announce its participation at in-cosmetics® 2025, taking place from April 8-10 in Amsterdam, Netherlands.

At booth number 12 B 29, Venator will showcase its trusted range of HOMBITAN® and UV-TITAN® products – established solutions that continue to support formulators in creating high-performance, regulatory-compliant cosmetics and personal care products.

HOMBITAN® is designed for formulators seeking low-nano, high purity titanium dioxide solutions that deliver excellent opacity in colour cosmetics while aligning with regulatory and consumer preferences for low-nano materials.

UV-TITAN®, Venator's range of advanced UV-filter titanium dioxide products, offers broad-spectrum sun protection, superior photo-stability, and optimized particle engineering to enhance dispersion and performance in sunscreens, skin- and day-care cosmetics.

Reiner Mertscheit, Venator's Senior Commercial Director, Specialties, said: "Our HOMBITAN® low nano and UV-TITAN® pigment ranges have been trusted by formulators for years to create effective and compliant cosmetic products. As regulatory landscapes evolve and consumer expectations shift, we remain committed to providing our expertise and high-quality, innovative pigment solutions that enhance both product performance and safety. in-cosmetics® global 2025 is a fantastic platform for sharing our knowledge and fostering partnerships, and we are excited to connect with industry leaders."

For more information or to schedule a meeting, please contact a Venator sales representative, email [cosmetics\\_expert@venatorcorp.com](mailto:cosmetics_expert@venatorcorp.com) or visit [www.venatorcorp.com](http://www.venatorcorp.com).

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### **About Venator**

Venator is a global manufacturer and marketer of chemical products that comprise a broad range of pigments and additives that bring color and vibrancy to buildings, protect and extend product life, and reduce energy consumption. We market our products globally to a diversified group of industrial customers through two segments: Titanium Dioxide, which consists of our TiO<sub>2</sub> business, and Performance Additives, which consists of our functional additives, color pigments and timber treatment businesses. Based in Wynyard, U.K., Venator employs approximately 2,300 associates and sells its products in more than 109 countries.

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For more information about Venator and its sustainability initiatives, visit [www.venatorcorp.com](https://www.venatorcorp.com)