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VENATOR PROMOTES BRILLIANT NEW HOMBITAN[®] TiO₂ PIGMENT FOR COSMETIC FORMULATIONS

Wynyard, UK – Global chemical company Venator has developed a brand new, super pure grade of titanium dioxide (TiO₂) that can be used to improve the opacity of premium cosmetic products that need to provide excellent uniform coverage.

HOMBITAN[®] AFDC 101 pigment is a unique, high purity, uncoated anatase grade of TiO₂ with a very narrow particle size distribution. Delivering better opacity performance than standard white pigment grades, HOMBITAN[®] AFDC 101 pigment is ideally suited for use in high-end cosmetic formulations including foundations, eye shadows, face powders and lipsticks.

HOMBITAN[®] AFDC 101 pigment is created using a special process technology devised by Venator, which gives it greater control over crystal size and particle distribution. Using its enhanced crystal size control technology, Venator is able to produce crystal size distributions that are optimized to reflect selected wavelengths of light. In the case of HOMBITAN[®] AFDC 101 pigment, the result is a product that combines, in general, the softness of an anatase pigment with the opacity of a rutile pigment.

Reiner Mertscheit, Sales and Marketing Director at Venator, said: "The launch of HOMBITAN[®] AFDC101 pigment represents a major breakthrough in our TiO₂ offering to the premium cosmetics industry. It is the first product made using our enhanced crystal size control technology, which gives us the ability to fine-tune both particle size and distribution to suit specific applications. HOMBITAN[®] AFDC 101 pigment has consistently fine particles over a consistently narrow distribution. There is no other product that offers the same properties and we are expecting lots of interest from the cosmetics industry."

Used as a white, natural, identical color additive, HOMBITAN[®] AFDC 101 pigment can work on its own or in combination with color pigments. Quick and easy to use it disperses rapidly into formulations and is ideal for use in aqueous systems such as creams, which use water as a wetting agent.

HOMBITAN[®] AFDC 101 pigment is compliant with relevant regulations including ISO 9001 (quality); ISO 14001 (environment); ISO 18001 (health and safety); ISO 22000 / FSSC 22000 (food); and ECOCERT / COSMOS. It also satisfies kosher and halal requirements.

In addition to HOMBITAN[®] AFDC 101 pigment, Venator offers a range of other anatase pigments for the cosmetics industry. Other products in the HOMBITAN[®] pigment range include HOMBITAN[®] AFDC 200 pigment and HOMBITAN[®] AFDC 300 pigment. These surface treated TiO₂ pigments are ideal for dispersion in oil phases.

HOMBITAN[®] AFDC101 pigment was developed at Venator's specialist laboratories in Pori, Finland and Duisburg, Germany, where a dedicated team of pigment and additive specialists focus on the development of new products to meet customer needs across a diverse range of market sectors. Replicating the applications and processes that customers employ in different areas of industry, the Venator team uses its technical expertise and know-how to modify its chemistries and develop novel pigment and additive solutions that regularly set new standards in terms of opacity, brightness, color and functionality.

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