

FOR IMMEDIATE RELEASE

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VENATOR DEVELOPS NEW PIGMENTS FOR COSMETICS SECTOR

New products, supporting future formulation needs, will be launched at in-cosmetics

Venator has developed a series of new pigments for the cosmetics industry, which have been future proofed to meet legislative requirements that are expected to tighten over time. Innovating throughout the pandemic, Venator's cosmetics team has developed a new titanium dioxide pigment that falls well within current thresholds for nanoparticles. The business has also created a range of iron oxide pigments that have a low nickel content. The new products will be officially launched at in-cosmetics global in Paris this April.

HOMBITAN® AC301 pigment is a new, low nano, amphiphilic, multipurpose TiO₂ grade, which is suitable for customized applications in high-end colored cosmetics. Created using Venator's Enhanced Crystal Size Controlled Technology, HOMBITAN® AC301 pigment has a scientifically confirmed nano particle fraction of less than 10% by number* – meaning formulators can use it with confidence that it meets labelling requirements. Easily incorporated into different kinds of formulations – including oil in water and water in oil-based solutions – HOMBITAN® AC301 pigment is ideal for use in foundations, natural and mineral cosmetics, CC-DD creams, eyeshadows, lipsticks and pressed powders.

Responding to formulators' desire to reduce the nickel content in their products – which can sometimes cause skin irritation – Venator has also developed four new products that customers can use confidently, knowing that they meet the European Regulation 231/2012 for nickel:

- FERROXIDE® 212PN – is a red iron oxide
- FERROXIDE® 510PN – is a yellow iron oxide
- FERROXIDE® 80PN and 81PN – are black iron oxide pigments.

Reiner Mertscheit, Senior Commercial Director Specialties at Venator, said: "It's exciting to be heading back to in-cosmetics and to be showcasing innovations we have been working on over the last two years. Our latest products demonstrate our commitment to making pigments and additives that cosmetic and beauty brands can rely on long-term. With our cosmetics experts using their know-how to push our technical capabilities, our customers can formulate long-term, with greater confidence."

Visit Venator's cosmetics experts at in-cosmetics global and learn more about the company's portfolio of pigments and additives. Find the team at stand T20. Alternatively, if you're not going to in-cosmetics global, you can email the team at: cosmetics_expert@venatorcorp.com.

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*The nano-content of <10% nanoparticles by number as calculated by using the scientifically proven correlation between SEM (Scanning Electron Microscopy) measurements and a physical method.

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 TiO₂ business, and Performance Additives, which consists of our functional additives, color pigments and timber treatment businesses. Based in Wynyard, U.K., Venator employs approximately 3,500 associates and sells its products in more than 110 countries.

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