NEWS RELEASE

VENATOR

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VENATOR'S HOMBITAN® AFDC101 PIGMENT IS THE LOWEST NANO TITANIUM DIOXIDE (TiO_2) IN THE INDUSTRY

Cosmetics, beauty and personal care product manufacturers looking to switch to titanium dioxide (TiO_2) grades that have a low nano content, should consider using HOMBITAN® AFDC101 pigment, a super pure grade from Venator, which has a scientifically proven nano particle fraction of less than 10% by number* - the lowest nano threshold of an anatase pigment in the TiO_2 industry. TiO_2 pigments that have low nano content are growing in popularity across the cosmetics, beauty and personal care sectors.

Offering low nano concentration levels, which traditional anatase TiO_2 pigments cannot compete with, HOMBITAN® AFDC101 pigment is unique. This high purity, uncoated, anatase form of TiO_2 is made using an innovative enhanced crystal-size-control-technology that was invented by Venator experts. Through the use of this patent-pending proprietary process, Venator can achieve greater control over crystal size and particle distribution. This enables its technical experts to engineer TiO_2 within specific nano particle parameters and fine-tune grades to meet precise formulation needs.

In the cosmetics industry, HOMBITAN® AFDC101 pigment can be used as a white, natural-identical mineral colorant - either on its own or in conjunction with color pigments. Dispersing rapidly into formulations, it is quick and easy to use, and can help deliver a flawless finish in formulations.

Reiner Mertscheit, Senior Commercial Director Specialties at Venator said: "Our innovation team has been working hard to meet the needs of cosmetic, beauty and personal care product manufacturers who have recently been looking for a titanium dioxide pigment with a reduced nano particle fraction. Our experts created HOMBITAN® AFDC101 pigment which has been incredibly well received by cosmetic manufacturers worldwide. We are proud that these producers recognize the product's ability to offer excellent opacity performance with the added benefit of a greatly reduced nano particle fraction."

Many renowned cosmetic and beauty companies rely on the outstanding properties and quality standards of HOMBITAN® AFDC101 pigment, which meets the world's most rigorous regulatory requirements and is produced in line with multiple quality standards including: ISO 16128 (natural cosmetics); ECOCERT / COSMOS; ISO 9001 (quality); ISO 14001 (environment); and OHSAS 18001 (health and safety).

HOMBITAN® AFDC 101 also satisfies Kosher and Halal requirements and meets the purity specifications of USP, EP, JP, FDA (21 CFR 73.575; 73.1575; 73.2575 and 73.3126), EU (E171 in 231/2012/EC and in 1223/2009/EC), FCC and JECFA.

As well as being used in the cosmetics and beauty industry, HOMBITAN® AFDC101 can also be used in pharmaceutical applications in the production of tablets, gelatin capsules, nutraceuticals and dietary supplements.

For more information about HOMBITAN® AFDC101 please contact: markus_wilken@venatorcorp.com

*The nano-content of <10 % nanoparticles by number is 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 TiO_2 business, and Performance Additives, which consists of our functional additives, color pigments, timber treatment and water treatment businesses. Based in Wynyard, U.K., Venator employs approximately 4,000 associates and sells its products in more than 110 countries.

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