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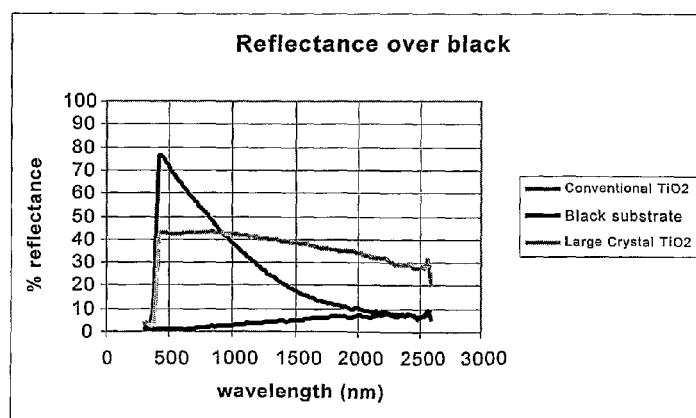
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(54) Title: TITANIUM DIOXIDE

Fig 2



(57) Abstract: A coloured composition comprising: a) NIR scattering TiO₂ particulate material with an average crystal size of greater than 0.40 µm and a particle size distribution such that 30% or more of the particles are less than 1 µm; b) one or more non-white colorant; wherein the particulate material and the non-white colorant are dispersed within a vehicle. This material with a large crystal size has unusually high reflection of NIR radiation and, simultaneously, noticeably diminished reflectance of visible light. Also disclosed is a coated particulate TiO₂ material, wherein the material has an average crystal size of greater than 0.40 µm, and the coating comprises one or more oxide material; this provides low levels of photocatalytic activity that were previously unattainable. This coated TiO₂ material may be provided in a composition.