d_3) washing the separated solid particles with water or a basic solution prior to effecting said drying step c_3).

25. A process according to claim 15 or 16, wherein mixing step b) and b') is carried out in a mixing apparatus maintained under vacuum.

26. A process according to claim 15, wherein mixing step b) is carried out by

b^1) mixing the aqueous suspension of step a) with other ingredients of the oral care and oral hygiene product except for any surfactant;

b^2) incorporating at least one surfactant into the mixture thus obtained.

~~27. Use of the oral care and oral hygiene product having photocatalytic activity according to any one of claims 1 to 12, for preventing and eliminating dental stains and plaque.~~

28. A kit of parts comprising at least an oral care and oral hygiene product having photocatalytic activity according to any one of claims 1 to 12 and optionally at least a light emitting device having a wavelength comprised between 280 nm and 450 nm.

d_3) washing the separated solid particles with water or a basic solution prior to effecting said drying step c_3).

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26. A process according to claim 15, wherein mixing step b) is carried out by

b^1) mixing the aqueous suspension of step a) with other ingredients of the oral care and oral hygiene product except for any surfactant;

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27. A kit of parts comprising at least an oral care and oral hygiene product having photocatalytic activity according to any one of claims 1 to 12 and optionally at least a light emitting device having a wavelength comprised between 280 nm and 450 nm.