WHAT IS CLAIMED IS:

1. A composition imparting UV protective capability, the composition comprising:

a coated particulate material having a substantially rutile crystal habit and an average particle size greater than or equal to about 0.5 μm, and

a medium, wherein the medium is a component or combination of components within which the coated particulate material can be dispersed,

wherein the particulate material is dispersed in the medium at a concentration that is within a range of from about 1% by volume to about 40% by volume, based on the total volume of composition,

wherein the particulate material is selected from titanium dioxide, doped titanium dioxide and a mixture thereof, and

wherein the particulate material is coated with one or more inorganic pigment coating that may be used to impart effects.

2. The composition of claim 1, wherein the particulate material is coated with one or more inorganic pigment coating that imparts an effect selected from: dispersibility, photocatalytic inertness, colour stability and photostability.

3. The composition of claim 1 or claim 2, wherein the particulate material having the coating exhibits increased UV light protective capability, reduced photocatalytic activity and improved dispersibility as compared to conventional pigmentary crystal size titanium dioxide.

4. The composition of any one of claims 1 to 3, wherein the particulate material is coated with one or more inorganic pigment coating selected from: silica, dense amorphous silica, zirconia, aluminium phosphate, titania, tin, antimony, manganese and cerium.

5. The composition of any one of claims 1 to 4, wherein the particulate material has a dense silica coating, an alumina coating, a zirconia coating or a combination thereof.

6. The composition of any one of claims 1 to 5, wherein the ratio of the average particle size to average crystal size for the particulate material is < 1.4.

7. The composition of claim any one of claims 1 to 6, wherein the particulate material is titanium dioxide.

8. The composition of claim 7 wherein the particulate material is coated with a dense silica coating.

9. The composition of claim 8 wherein the amount of dense silica coating is greater than or equal to about 0.2% by weight and less than or equal to about 7% by weight, relative to the total weight of titanium dioxide.

10. The composition of any of the preceding claims further including a coloured pigment.

11. The composition of any of the preceding claims wherein the medium is a resin, carrier, binder or a mixture thereof.

12. Use of the composition of any of the preceding claims in a paint, ink, varnish or coating or as a composition from which an article can be formed.

13. A method of attenuating the effects of UV light on a substrate exposed to solar radiation comprising applying the composition of claim 1, or any of claims 2 to 11, to a surface of the substrate.

14. A substrate coated with, or formed by, a composition, wherein said composition is a composition imparting UV protective capability as defined in any one of claims 1 to 11.

15. Use of the composition of any of claims 1 to 11 to attenuate the effects of UV light on a substrate exposed to solar radiation.

WHAT IS CLAIMED IS:

1. A composition comprising an effect coated particulate material having a substantially rutile crystal habit and an average particle size greater than or equal to about 0.5 μm dispersed in a medium at a concentration within a range of from about 1% by volume to about 40% by volume, based on the total volume of composition, wherein said composition imparts UV protective capability and prevents discoloration of a substrate when applied to a surface of the substrate exposed to solar radiation.

2. The composition of claim 1, wherein the ratio of the average particle size to average crystal size for the effect coated particulate material is less than 1.4.

3. The composition of claim 1, wherein the effect coated particulate material is selected from titanium dioxide, doped titanium dioxide and a mixture thereof.

4. The composition of claim 3, wherein the effect coated particulate material is titanium dioxide.

5. The composition of claim 4, wherein one of the effect coating materials is dense silica.

6. The composition of claim 5, wherein the amount of dense silica coating is greater than or equal to about 0.2% by weight and less than or equal to about 7% by weight, relative to the total weight of titanium dioxide.

7. The composition of claim 1, further including a coloured pigment.

8. Use of the composition of any of the preceding claims in a paint, ink, varnish or coating or as a composition from which an article can be formed.

9. A method of attenuating the effects of UV light on a substrate exposed to solar radiation comprising applying the composition of claim 1, or any of claims 2 to 7, to a surface of the substrate.

10. A substrate coated with, or formed by, a composition comprising an effect coated particulate material having a substantially rutile crystal habit and an average particle size greater than or equal to about 0.5 μm dispersed in a medium at a concentration within a range of from 1% by volume to about 40 % by volume, based on the total volume of composition, wherein said composition imparts UV protective capability and prevents discoloration of the substrate when applied to a surface of the substrate.

11. Use of the composition of any of claims 1 to 7 to attenuate the effects of UV light on a substrate exposed to solar radiation.