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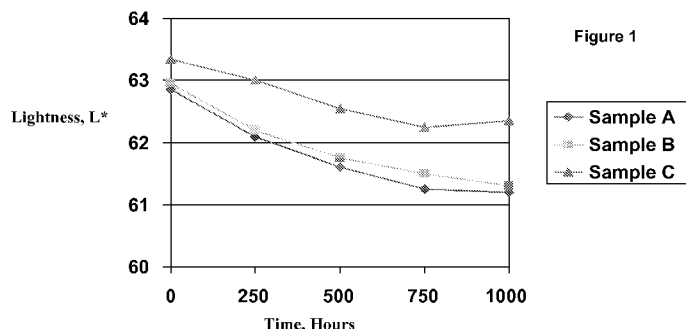
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(57) Abstract: The invention provides a composition imparting UV protective capability comprising an effect coated particulate material having a substantially rutile crystal habit and an average particle size greater than or equal to about 0.5  $\mu\text{m}$  dispersed in a medium at a concentration within a range of about 1% by volume to about 40% by volume, based on the total volume of composition. The composition may be coloured or non-coloured and applied onto one or more surfaces of a substrate to provide UV light protection without also increasing UV light activated photocatalytic effects which are generally observed.