



The European
Chemical Industry Council

New campaign showcases how TiO₂ brightens your every day

Brussels, 2 August 2016 - To highlight the benefits of titanium dioxide, the Titanium Dioxide Manufacturers Association (TDMA), a sector group of Cefic, has launched a new public awareness campaign with the release of a [dedicated website](#) on the benefits of TiO₂.

Titanium dioxide, also known as TiO₂, is used as a basis for all colours, to give brightness to everyday products such as paints, inks, paper, food, cosmetics and ceramics, amongst others. It is not just applied in everyday life but also for scientific innovation. As examples on the new site show, it can be used to create self-cleaning windows and home insulation.

Did you know?

Titanium dioxide is:

- Essential for everyday products like sunscreen, paints, coatings, books, cars and plastics
- The go-to pigment for food colouring – if it's white, it's probably TiO₂!
- Safely used in food for over 50 years, as 'E171'
- When used in paint, has the potential to clean harmful pollutants
- Four to five times more efficient than alternative pigments such as calcium carbonate

[Click here](http://www.brilliantwhite.life/) to visit the website and learn more (<http://www.brilliantwhite.life/>)

About TDMA

A non-profit organisation, TDMA represents the major producers of titanium dioxide (TiO₂) and acts as their responsible voice in Europe since 1974. TDMA promotes and defends the merits of titanium dioxide (TiO₂) in all suitable applications by bringing forward evidence of its safety and efficacy. www.tdma.info

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About Cefic: Cefic – the EU chemical industry council – is the voice of over 29,000 chemical companies in Europe. We represent over 1.2 million jobs in Europe. www.cefic.org
