







Sunblock

Titanium dioxide is used in many brands of sunblock. TiO₂ absorbs UV rays, preventing them from damaging your skin, and doesn't break down in sunlight. Nano-sized TiO₂ particles are so small that they don't reflect visible light, making the sunblock transparent on skin. You won't have a white nose! When it washes off, however, the sunblock releases nanoparticles into the environment. Sunblocks could contain nano-sized zinc oxide instead of titanium dioxide.















(







(





Toothpaste

Titanium dioxide is used as a mild abrasive in toothpaste. It also makes the paste bright white, which many consumers find pleasing. Alternatives to TiO_2 in toothpaste include calcium carbonate (as an abrasive) and synthetic dyes (as a whitener).









_cards_E.indd 7 2/8/18 6:

(

















products white. It also reduces transparency, making products personal care products. TiO₂ is used as a colorant, making Titanium dioxide has many uses in cosmetics and other

more opaque. It acts as a desiccant, preventing clumping and

deterioration by absorbing, reflecting, or scattering light. making the formulation smooth. TiO₂ also helps prevent









(

•

_cards_E.indd 11 2/8/18 6:













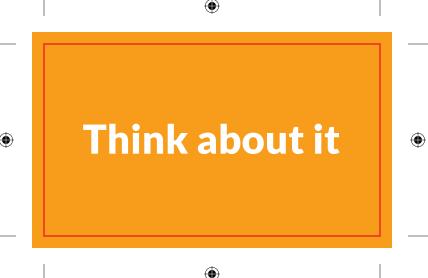








_cards_E.indd 15 2/8/18 6:



_cards_E.indd 16 2/8/18 6:



_cards_E.indd 17 2/8/18 6: