



**Woodrow Wilson
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News Release

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New Website on Nanotechnology Consumer Products

WASHINGTON – The Wilson Center’s **Project on Emerging Nanotechnologies** announces the first-ever, publicly accessible website of nanotechnology consumer products at www.nanotechproject.org/consumerproducts. This unique online database contains information on over 200 manufacturer-identified nano products – everything from sunscreens and food supplements to refrigerators and cultured diamonds.

The number of items in this inventory far exceeds the existing U.S. government-accepted estimate of approximately 80 consumer products. Products are searchable by: product name, company/manufacturer or supplier information, manufacturer country of origin, and category. The main categories include health and fitness items, electronics and computers, home and garden, food and beverage, automotive, appliances, and children’s goods. There also are searchable subcategories like cosmetics under health and fitness.

Health and fitness is the most robust category in the inventory, with over 100 products, everything from face creams to hockey sticks. Electronics and computers make up the second largest category with 30 products.

The list is based primarily on online, English language information provided by product manufacturers in 15 countries. It does not include nanotechnology consumer products that companies have not identified as such.

Nanotechnology is the ability to measure, see, manipulate and manufacture things usually between 1 and 100 nanometers. A nanometer is one billionth of a meter; a human hair is roughly 100,000 nanometers wide.

The National Science Foundation predicts that the global marketplace for goods and services using nanotechnologies will grow to \$1 trillion by 2015. The U.S. invests approximately \$3 billion annually in nanotechnology research and development.

“Nanotechnology’s potential is vast and it’s *real*. The opportunity for nanotechnology ranges from improving Olympic sports equipment to discovering better treatments for cancer and Alzheimer’s disease,” said Andrew Maynard, science advisor of the Project on Emerging Nanotechnologies. “But our ability to reap the long-term benefits of nanotechnology – in areas like energy production and medicine – will depend on how well industry and government manage the safety and performance of the first generation of nanotechnology products.”

The **Project on Emerging Nanotechnologies** was launched in 2005 by the **Woodrow Wilson International Center for Scholars** and **The Pew Charitable Trusts**. It is dedicated to helping

business, governments, and the public anticipate and manage the possible human and environmental implications of nanotechnology.

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