

A method for obtaining the pigment titanium dioxide of rutile modification includes titanium sulphate hydrolysis, whitening and washing hydrated titanium dioxide from chromophore admixtures, salt treatment with potassium, magnesium, aluminium compounds, and when necessary of phosphorus. Treated suspension is filtered, the obtained paste is roasted and milled. The rutile embryos are incorporated at the stage of whitening the hydrated titanium dioxide. The obtained pigment titanium dioxide has high physical and chemical indexes of quality, in particular, rutile content to 97%, whiteness to 96.6 conventional units, whitening property to 1910 conventional units, unevenness to 32 g/m², photochemical activity to 0.6.