

# Smart Money

## Treasure Hunt

**NANOTECHNOLOGY**, the art of futzing with things like chemicals and fabrics at the molecular level, is the opposite of big business. But companies sold an estimated \$13 billion worth of nano-manipulated products in 2010, and firms like these are cashing in.

### WONDER DRUG DREAMS.

Drugmaker Dendreon scored big in 2010 with Provenge, a prostate-cancer treatment that uses nanoparticles in the fight against tumors. The drug had sales of \$48 million last year; analysts say this year's sales could hit \$400 million.



### STRONGER THAN A SPEEDING BULLET.

The Pentagon's research arm hopes adding carbon nanotubes to body and vehicle armor can create steel-like defenses at a wafer thickness. Contractors like Houston's Riley Solutions have shared some \$6.5 million in research money.



**STATIC ATTACK!** Fabrics treated with nanoparticles can resist stains, static and even pesky pet hairs. Nano-Tex, an Oakland, Calif., firm, said it added several retailers to its customer list last year; products made with its fabrics appear in Target and J.C. Penney stores, as well as on tony Maclaren strollers.

### UNDER...WHERE?

Germ-killing nanoparticles have made it into pacifiers and toothbrushes. 4Skins, an Australian company, takes the idea below the belt, offering underwear capable of absorbing unpleasant odors before your cubicle mate notices them. The firm says it has sold some 2,000 pairs at about \$25 a pop.



—A.C.M.