

Material Matrix (based on residential use part of lifecycle)

	Material	Human Health	Indoor Climate	Environment - Energy	Environment - Clean	Affordability	Maintenance	Disassembly / Recycling
Recommended	Sherwin Williams ProClassic Interior Waterbased Acrylic-Alkyd	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★
	Benjamin Moore Natura Paint - Flat	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★
	Romabio EcoDomus Eggshell	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★

Acrylic Latex Paint

Benjamin Moore Natura Paint - Flat

55%

ingredients assessed by weight
55% below 100ppm as measured by EPA 816-F-10



Chemical Makeup

- TITANIUM DIOXIDE LT-1 (25%) colorant
- SILICA, AMORPHOUS (10%) flattening agent
- NEPHELINE SYENITE (10%) filler
- KAOLIN, CALCINED (5%) extender
- DIATOMACEOUS EARTH (5%) extender, bulking agent

TITANIUM DIOXIDE:

- Stable, nonflammable and non-toxic
- Has replaced compounds of lead as the most common white pigment used in residential paints
- Provides opacity and durability to paint
- The International Agency for Research on Cancer (IARC) has classified titanium dioxide as "possibly carcinogenic to humans," based on studies that showed increased lung tumors in rats associated with titanium dioxide inhalation. However, extensive studies on titanium dioxide industry workers do not suggest an association between occupational exposure to titanium dioxide and an increased risk for cancer in humans.

Potential Hazards Key

- Skin irritant
- Physical hazard (reactive)
- Respiratory (asthmagen)
- Cancer
- Potential endocrine disruptor

*Does not contain ingredients listed on DECLARE LBC Red List for 2021

GENERAL INFO:

- Benjamin Moore's "greenest paint"
- Zero VOCs
- Zero Emissions
evidence demonstrating the paint has trace levels of emissions six hours or less after application (and thereafter), and contains no substance that could cause material harm to the health of the average adult under normal anticipated use
- Zero HAPs
Hazardous Air Pollutants (e.g., asbestos, lead, mercury)
- Certified asthma & allergy friendly
- "Flat" paint
 - Typically fewer plasticizing agents
- Makeup: Titanium Dioxide 25% (white pigment), Nepheline Syenite 10%, Silica Amorphous 10%, Kaolin Calcined 5%, Diatomaceous Earth 5%

Technical Detail

Property	Value	Unit
Vehicle Type	100% Acrylic Latex	
Pigment Type	Titanium Dioxide	
Volume Solids	46.5%	
Coverage per Gallon of Recommended Film Thickness	375 - 425	Sq Ft
Recommended Film Thickness	4.0 - 4.5	Mils
Thickness	0.75	Mils
Dry Time @ 77 °F	1-2 Hours	
Dry Time @ 50 °F	2-3 Hours	
Surface Temperature of Application	50 °F	Min
Storage Temperature	40 °F	Min

Volatile Organic Compounds (VOC)

Manufacturer	Brand	VOCs	Certifications
Benjamin Moore	Advance	<50 g/l	MP & Green CHPS
Sherwin-Williams	ProClassic ProMar 200	<50 g/l <100 g/l	CHPS
PPG	SpeedSide	<50 g/l	CHPS
Glidden	LifeMaster Oil	<50 g/l	CHPS Green Wise
Dunn Edwards	Aristonall	<50 g/l	CHPS Green Wise
Vista	Protec	6 g/l	MP & Green, CHPS Green Wise

Note: Benjamin Moore is the only paint that uses zero-VOC colors.

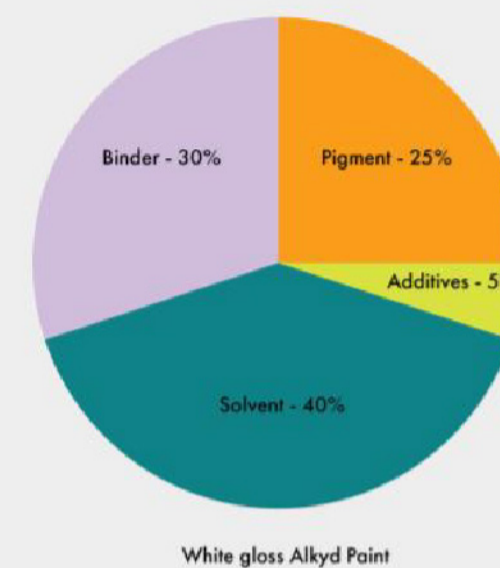
Alkyd Paint

Sherwin Williams ProClassic Interior Waterbased Acrylic-Alkyd

29%

ingredients assessed by weight

- Alkyd resin, a complex oil-modified polyester that serves as the film-forming agent in some paints.
- Developed in the 1920s, alkyd-based enamel paints were once one of the most important types of surface coating.
- Incorporation of volatile organic solvents due to their durability on exterior surfaces
- Replaced by newer polymer systems (particularly water-based latex paints).
- Alkyds are still used in low-performance industrial coatings and in interior paints.



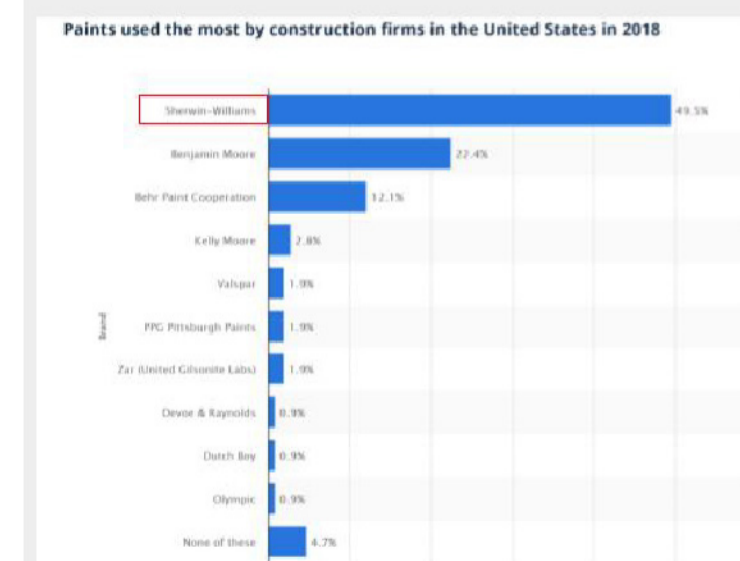
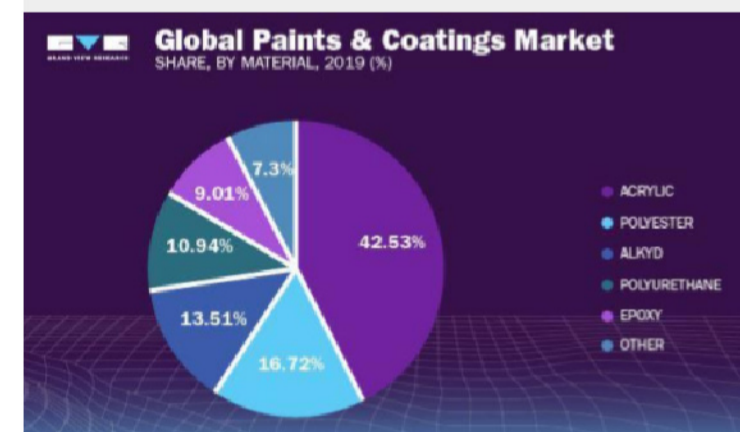
Alkyd paint may represent a significant source of volatile organic compounds (VOCs) indoors because of the frequency of use and amount of surface painted.

- APPEALING LOW COST
- EASY APPLICATION
- RESILIENT FINISH

Despite holding the market majority, Sherwin Williams offers only few options without VOCs.

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Sherwin-Williams	ProClassic ProMar 200	<50 g/l <100 g/l	CHPS
PPG	SpeedSide	<50 g/l	CHPS
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Mineral Paint

Romabio EcoDomus Eggshell

96.86%

chemical substances assessed by weight



3rd Party Tested + Certifications

- Passed California 1350 emissions
- Passed French VOC emissions

Cradle to Cradle Scorecard	Material Health	Material Reutilization	Renewable Energy and Carbon Management	Water Stewardship	Social Fairness	Overall Certification Level
	silver	silver	gold	silver	silver	silver

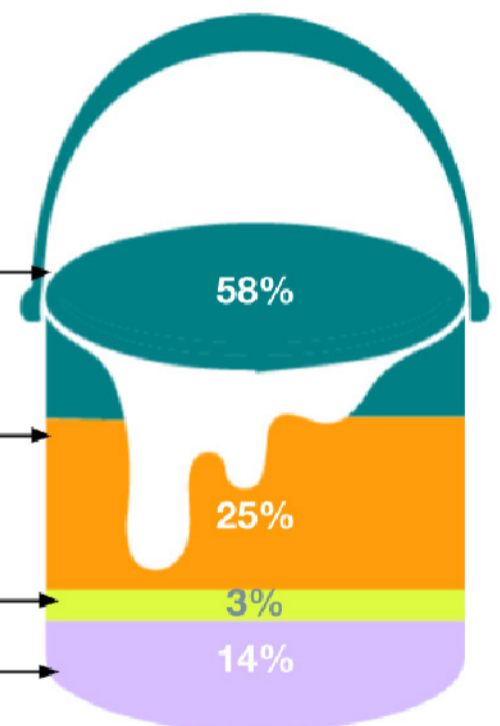
Components

SOLVENT: water

PIGMENT: aluminum oxide

ADDITIVE: calcium carbonate, hydroxyethyl cellulose, limestone, talc, chlorite, starch, dolomite, silica

BINDER: potassium polysilicate, acrylic ester-styrene copolymer, sodium salt,



Use

CAUTION:

- Silicic Acid
 - Eye irritation category 2 H319
- Potassium Salt
 - Skin irritation category 2 H315
- Paint touch ups difficult, may have to repaint whole wall

BENEFITS

- Water solvent
- 83% natural mineral product.
- Absorbs CO2
- Asthma-free
- Hypoallergenic
- Mold Resistant
- Oil / food proof, washable