

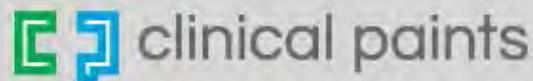
Exhibit A



Imperial Paints LLC is a holding company for highly engineered and innovative brands of paint.

Sharing a common technology, these products have been proven over a twenty year period, thoroughly tested and accredited. Each brand has been refined to meet the specific needs of a target consumer base, delivering precise performance and aesthetic qualities.

We will continue to expand our portfolio with new technologies over the next twenty years.



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Exhibit B

Lullaby PAINTS

What is Baby Safe?

Lullaby Paints is committed to making beautiful, safe, non-toxic paints for mothers, babies and their nurseries. We believe our safety levels exceed the highest industry standards.



100% NON-TOXIC & NO ODOR
No Harmful Chemicals



20 YEARS OF CUSTOMER SATISFACTION
Proven Technology and Performance



INTERNATIONAL RECOGNITION
Multiple Awards and Accreditations



SAFE FOR TOYS AND CRIBS
Ideal for Contact



Made in
USA



UK Allergy
& Asthma



EN 71
Certified



Glaxo Welcome
Award



Baby Safe

Exhibit C

HIDDEN DANGERS

IN YOUR

BABY'S NURSERY

DID YOU KNOW THE AIR IN A NEWLY FURNISHED AND PAINTED NURSERY MAY CONTAIN MORE THAN 300 TOXIC CHEMICALS?

Parents take baby-proofing steps every day to prevent harm to their children. We use car seats, child gates, outlet covers. The list goes on and on. But what about the invisible risks? Wondering what other hidden dangers are lurking in your baby's room? Read on to find out what they are and how to avoid them.



CRIB



Formaldehyde, a known carcinogen and asthmagen, is often used in the pressed/composite woods that many cribs and furnishings are made of.



FIX IT

Choose solid wood furniture or gently used furniture that's already had a chance to off-gas. (Be sure cribs meet current safety standards.)



CRIB MATTRESS



72% of crib mattresses are made with potentially dangerous chemicals like flame retardants, antibacterials, and waterproofing finishes.

FIX IT

Look for an organic and/or Greenguard Certified mattress.

PAINT



Conventional paint can off-gas toxic volatile organic compounds (VOCs) for up to 3 years or more.

FIX IT

Use Zero-VOC, non-toxic, solvent-free paint or something natural like milk paint.



BABY CARE PRODUCTS



In 2009, the Campaign for Safe Cosmetics found 1,4-dioxane, a chemical linked to cancer, in 67% of products tested.

82% contained formaldehyde, though they were marketed as "gentle" and "pure" on the label.

FIX IT

Look for organic care products or try making your own!



CHANGING STATION



70% of foam baby products such as changing pads, car seats, and cradle cushions contain toxic flame-retardants.

FIX IT

Choose products with wool- or cotton-filled pads with PVC-free waterproof materials.



TOYS



Polyvinyl chloride (PVC), used in everything from teething rings to baby bibs, often contains dangerous toxic additives such as phthalates, lead, and cadmium.

FIX IT

Choose PVC-free items for your baby to use and play with.

Knowledge is power. With it, you can create a healthier home for your family. Start out by choosing a few easy steps and, when they become habit, move on to a few more. No one can do everything, but everyone can do something. Learn more at HealthyChild.org.




Exhibit D

lullaby

P A I N T S



 **Medical Studies***
show that toxic
chemicals in paints
cause asthma and
allergies

*Harvard, EPA, and CDC



UK Allergy
& Asthma



EN 71
Certified



Glaxo Wellcome
Award

Exhibit E

tullaby PAINTS

Baby Safe Nursery Paints



PREGNANCY & NEWBORN
See Us In Booth #5208



Exhibit F

Featured By



Lullaby Paints is committed to making beautiful, safe, non-toxic paints for mothers, babies and their nurseries. We believe our level of safety exceeds the highest industry standards.



Made in the USA



Safe for use on baby's walls, cribs, and toys. Safe for pregnant mothers



UK Allergy Seal of Approval



EN 71 Certification for use in children's toys



Glaxo Wellcome and Ford Conservation Awards



baby safe | premium finishes | interior paints | designer collections

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© 2013 Lullaby Paints, LLC. Collections and Colors .



Paint So Fresh It Feels Like Outdoors



Why Lullaby Paints?

for your baby's health, safety & wellbeing



Safe for baby and mom

SAFE TO APPLY AND BE AROUND. Our specially formulated paints provide the highest safety standards without compromising quality



Non-toxic, no odor, no VOCs

THERE'S GOOD STUFF INSIDE. No toxic chemicals, no odor, no VOCs. We are an environmentally responsible paint company, providing the highest standards for your baby

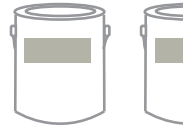


Help reduce asthma, allergy, MCS

PREVENTIVE MEASURES. Developed without chemicals which have been shown to cause asthma, allergies and eczema in children

*Promote and nurture healthy environments for your baby and family
To Learn More Ask a Sales Associate about Lullaby Paints Today*

Paint Coverage Per Gallon



1 Gallon
Lullaby Paints

1.5 Gallons
Traditional Paints

1 Gallon
Lullaby Paints

560 sq ft.

1 Gallon
Traditional Paints **375 sq ft.**

*Our proprietary technology has been developed to improve coverage and reduce emissions.

32 Designer Colors & Color Matching



8 Collections Each with 4 Colors
Designer colors coordinated into perfectly matched collections



Match Color Strips/Swatches
We match other paint samples and color swatches



Furniture, Bedding and Fabric
Have a furniture piece that needs to be matched? We can help.



Safety comes
first

"It's wonderful to be able to use a safe, premium paint to surround my baby. It gives me peace of mind."

Exhibit G



How can I safely paint my nursery?

Q What's harmful about paint?

PAINT CAN CONTAIN HIGHLY TOXIC CHEMICALS, such as phthalates, solvents, texanol, and formaldehydes which are released into the air for up to five years.

Q Are all paints harmful?

OVER 95% OF PAINTS, INCLUDING MANY LABELED AS ZERO-VOC, LOW-VOC, or GREEN carry the following disclaimer:



WARNING: This product contains chemicals known to cause cancer and birth defects or other reproductive harm.

In contrast, Lullaby Paints does not contain these toxic chemicals.

Q What are the health issues caused by paint chemicals?

ASTHMA & ALLERGIES, COGNITIVE, SOCIAL AND DEVELOPMENTAL ISSUES. Pregnant moms, unborn and newborn babies are particularly at risk from these chemicals.

Q Why is Lullaby Paints safe?

NO TOXINS, NO SOLVENTS, NO ODOR.

Lullaby Paints have been formulated to provide pregnant moms and their babies with a safe alternative.



Lullaby Paints is committed to making beautiful, safe, non-toxic paints for mothers, babies and their nurseries. We believe our level of safety exceeds the highest industry standards.



Made in the USA



Safe for use on baby's walls, cribs, and toys. Safe for pregnant mothers



UK Allergy Seal of Approval



EN 71 Certification for use in children's toys



Glaxo Wellcome and Ford Conservation Awards



baby safe | premium finishes | interior paints | designer collections

? Want to Learn More >

See the Harvard, EPA and ATSDR-CDC Studies
Go to <http://www.lullabypaints.com/learnthefacts>

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Paint So Fresh It Feels Like Outdoors



baby safe



Safety comes first

"It's wonderful to be able to use a safe, premium paint to surround my baby. It gives me peace of mind."

as featured on:



Why Lullaby Paints?

for your baby's health, safety & wellbeing



Safe for baby and mom

SAFE TO APPLY AND BE AROUND. Our specially formulated paints provide the highest safety standards without compromising quality



Tested and proven for over 20 years

THESE PRODUCTS ARE SAFE. Our products have over 20 years of usage around the world and are manufactured to the most stringent standards



Non-toxic, no odor, no VOCs

THERE'S GOOD STUFF INSIDE. No toxic chemicals, no odor, no VOCs. We are an environmentally responsible paint company, providing the highest standards for your baby



Help reduce asthma, allergy, MCS

PREVENTIVE MEASURES. Developed without chemicals which have been shown to cause asthma, allergies and eczema in children



Industry leader in coverage

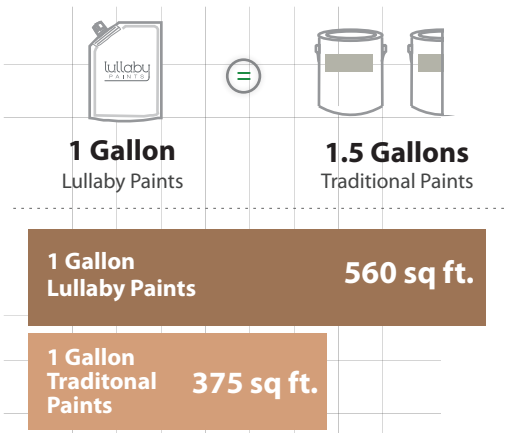
LEAD THE MARKET IN COVERAGE. Our paints can cover 560 sq. ft. per gallon, that's 40% more than the industry average



Complete line of colors and finishes

DISCOVER OUR WIDE SELECTION. 32 colors in 8 designer collections and the ability to color match any shade

Paint Coverage Per Gallon



*Our proprietary technology has been developed to improve coverage and reduce emissions.

Premium Finishes

Durable and long-lasting finishes

Walls/Ceilings			Trim/Wood	
Matt	Eggshell	Soft Sheen	Satin	Gloss
✓	✓	✓	✓	✓

32 Designer Colors & Color Matching



8 Collections Each with 4 Colors
Designer colors coordinated into perfectly matched collections



Match Color Strips/Swatches
We match other paint samples and color swatches



Furniture, Bedding and Fabric
Have a furniture piece that needs to be matched? We can help.

Promote and nurture healthy environments for your baby and family
To Learn More Ask a Sales Associate about Lullaby Paints Today

Exhibit H



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P A I N T S

SALES BOOKLET





About Us

For twenty five years we have been making paints for the chemically sensitive. People who have a hard time coping with everyday chemicals, or those who suffer from common medical conditions like asthma and allergies. We have given them respite, the ability to enjoy their own homes, or a good night's rest.

Today we are bringing our technology to an equally deserving group - everybody else.

There is no good reason why paint needs to contain harmful chemicals. Ingredients that cause asthma and allergies in children, that are carcinogenic, or can cause cognitive development issues. We make durable, colorful, premium paints, that have been used and accredited around the world for over two decades - without the need for toxic ingredients. We invite you to explore our safe world of color.

Why Lullaby Paints fits in a nursery store?

- Unique nursery décor item
- Designer chic pouches
- New product channel
- Superior value proposition - quality and safety
- Compliments existing design services
- No Inventory
- No technical expertise needed
- Manufacturer support for all technical, support and paint inquiries

What's unique about Lullaby Paints?

- Made specifically for pregnant moms and their babies
- Safe (no toxins, no harmful chemicals, no off-gasses, no VOCs)
- No odor
- No compromise - easy to apply, scrubbable, durable, vibrant colors, just like you'd expect from a premium paint



Our Program

What do I receive as a retailer upon joining the program?

We offer:

- 1) Designer, chic sample pouches for sale in the store
- 2) Retail stand for display purposes (if needed)
- 3) Retailer Pack - includes merchandizing & collateral materials

Do I need to hold any inventory or paint cans?

Your retail store will hold no inventory or paint cans.

How do I get my store setup to take orders?

We take care of creating your retailer account. You simply get a username and password. From that point, you can send orders via Lullaby Paints Retailer site.

How do I get paid?

Three ways:

- 1) Selling designer, sample pouches
- 2) Store orders – When a customer purchases paint, the retailer will take payment directly from them and then place/pay for the order through our website using the retailer discount account.
- 3) Online Orders – For orders that are placed online by your customers, they are required to refer the retail store on checkout process. From that point, your retail store will get the appropriate credit for the sale.

How does my customer receive the paint?

We will arrange for delivery of the paint either to the store or directly to the customer – according to the retailer’s preference. The retailer does not have to stock any paint - other than the sample pouches.

What if we have technical questions, customer concerns?

We handle the painting and technical support for your customer. They can reach us via email (info@lullabypaints.com), phone (1-866-587-3586) or fax (1-864-595-3841).

What if my customer purchases directly on the website?

Should a customer decide to purchase paint directly through our website, they will be presented with an required option during “Checkout” to refer the retail store where they viewed the product. When they select a store, that retailer will get the appropriate credit for the sales and receive a commission check in the mail the following month.

When do I get the commission paid to my retailer account?

Payment for the retailer, if earned as a commission, is earned at the point of purchase. The retailer receives the full price of the paint from the consumer and remits only the wholesale price to Lullaby Paints.

What is the retail and commission pricing for the product?

Sample Pouch:
Quart Pouch:
Gallon Pouch:









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PAINTS

What are the merchandizing options for my retail store?

Included free as retailer signup:

Starter Pack: (5) Five Posters, Buyer's Guide, Press Kit, USB Drive, Four Sample Pouches, Three Large Pouches (Gallon, Quart, Pint) Trifold Brochures

Choose a merchandizing option:

Full Sample Set:	32 Sample Pouches	
Partial Sample Set:	24 Sample Pouches	
Small Sample Set:	6 Sample Pouches	
Retail Stand:	96 Sample Pouches	

How does ordering product work?

All orders will be shipped by Lullaby Paints either directly to the customer, or to the retail store, in accordance with Imperial Paints standard delivery terms. Sample pouches for the retail store must be ordered with a minimum quantity of six pouches.

What are the payment terms?

Orders paid for in full, by credit card, at the time of purchase.





GOLDEN SLUMBERS
FILL YOUR EYES
SMILES AWAKE WHEN
YOU RISE
SLEEP PRETTY BABY
DO NOT CRY
AND I WILL SING
YOU A
LULLABY...



Investing In Your Child

Why is Paint Important?

- Your child will spend up to 16 hours a day in their nursery for the next 3 years.
- Paint fumes from traditional paints include benzene, antimony trioxide, toluene, xylene, ethylene glycol, and texanol. All of these are hazardous to the health of your child.
- Paint offgases for up to 5 years after application. Fumes do not stop when the noxious smell of paint solvents ends.
- Children do not possess an adult's ability to absorb, metabolize and excrete contaminants. They are at risk of developing cognitive and respiratory disorders like asthma and allergies.

Why should you buy Lullaby Paints?

- Lullaby Paints is the safe paint for a baby's nursery. No chemicals that cause asthma and allergies.

Why take the risk?

- It only takes 1-100 PPB (parts per billion) of toxic paint chemicals to cause harm in pregnant mothers and babies.
- Paint manufacturers are regulated by third party certifiers, not the EPA or another governmental organization.
- US regulations ban only 11 chemicals used in personal care products, compared with 1,328 chemicals, which are banned in the EU.
- According to the Harvard School of Public Health, paint fumes have been directly linked to the development of asthma and allergies in children.



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What's Included



Nursery Wall Paint Eggshell

- Baby Safe - specially formulated for babies' nurseries
- Non-toxic, Zero-VOC, no solvents
- No odor
- No mess packaging



Sample Pouches

- 2 oz
- No odor, non-toxic, zero VOC
- Try before you buy



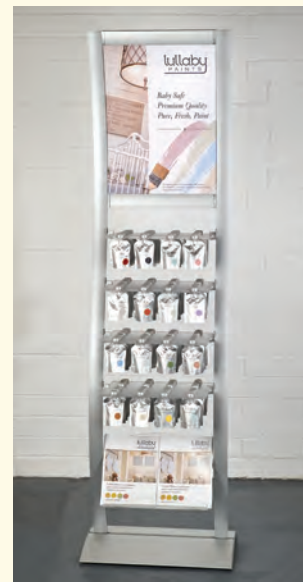
Retailer Kit

- USB, Product Brochures
- 4 In store Posters



Retail Stand

- Holds 96 Sample Pouches
- Elegant wood construction
- Elegant construction
- Pricing available upon request





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PAINTS

It's our LULLABY GUARANTEE!

Lullaby Paints 100% baby safe formula are the safe option for you and your child's rooms.

They contain none of the harmful chemicals found in other paints, without compromising quality or longevity of the paint. There are no solvents, turpentine or terpenes, benzene, toluene, xylene, VOCs, essential oils, glycols (even PEG), texanol, coalescents, heavy metals (including lead, cadmium, mercury), formaldehyde, acrolein, vinyl chloride, phthalates, alkylphenol ethoxylates (APEOs), or acrylic softeners. In addition, Lullaby Paints do not contain casein or other animal products. In fact, there is nothing toxic, carcinogenic, or even allergenic in them!

Lullaby Paints are simply the safest paint available. Newborn baby-safe. Pregnant mom-safe. Safe enough for kids to paint with. And, our award winning paints are praised as much for their color, coverage and durability, as they are for their safety. Check out our designer collections today!

Company Inquiries

Julian Crawford

CEO



Features

SAFETY	INGREDIENTS	Safe paint - there are no toxins, no solvents, no glycols, no phthalates, and no VOCs in our paint
	INDUSTRY	Traditional paints contain toxic chemicals which have been shown to be carcinogenic, cause birth defects and other reproductive harm
	STANDARDS	Current industry standards for paint are no guarantee of product safety, as they allow for the use of harmful chemicals
	TIME FRAME	Harmful chemicals (VOCs) offgas from paints for up to five years after application
	EFFECTS	Chemicals in paints have been directly linked to asthma, allergy and cognitive issues in children
QUALITY	YEARS IN USE	Our paint has been used successfully around the world for over 20 years
	INDUSTRY LEADING	Industry leading performance for color and durability
PERFORMANCE	COVERAGE	1.5x the industry average, with 560 sq. ft. (single coat) per gallon vs 375 sq. ft. industry average
	ODOR	None
	COLORS	32 Designer Colors, 8 Collections
	COLOR MATCHING	Yes. From color swatches, paint samples or fabric. We match all major paint brand colors
	DRY TIME	20 to 30 minutes to touch, generally 1 to 2 hours between applications
	FINISHES	WALL: Eggshell, Soft Sheen, Matt, Semi Gloss TRIM: Satin, Gloss
SHIPPING	SHIPPING COST	Included in the price
	SHIPPING TIME	USPS - typically 2 to 3 business days

Paint Comparison

	TRADITIONAL PAINTS		Lullaby Paints
	Zero-VOC	Low-VOC	
VOCs (g/L)	10-50	50-150	None
Solvents	Yes	Yes	No
Odor	Yes	Yes	No
Coverage per gallon	375 sq ft.	375 sq. ft.	560 sq ft.
Toxic Chemicals	formaldehyde, benzene, antimony trioxide, toluene, xylene, ethylene glycol, and texanol		No toxic chemicals
Off-Gas Duration	3 years	3 years	None
Color Matching	Yes	Yes	Yes
Paint Required for Typical Nursery *	3 gallons	3 gallons	2 gallons

*Based on 10' x 12' nursery, two coat coverage





lullaby
PAINTS



- ZERO VOC**
- NO ODOR**
- SCRUBBABLE & WASHABLE**
- FAST DRYING**
- BABY SAFE**
- PREGNANT MOM SAFE**
- HUNDREDS OF COLORS**

At Lullaby paints, we are parents and future parents who are genuinely concerned about the health and safety of babies. We're creating the next evolution of an industry and transforming nurseries across the country into spaces where babies can truly thrive.

Nursery Wall Paint Eggshell

USAGE

A zero VOC , water based, no odor, eggshell finish for interior use.

AVAILABILITY

Quart and Gallon pouches

COVERAGE

Purchase the needed amount; 560 sq. ft. per gallon (one coat).

DRY TIME

At 77°F and 50% dry time to touch is 30 min. and dry time to re-coat is 2 hours.

THINNING

Thinning is *not* recommended.

HANDLING

No special precautions necessary. This product contains Titanium Dioxide and Calcium Carbonate in suspension, posing no hazard. Sanding or crushing when dried may produce small quantities of dust.

SURFACE PREPARATION

Surfaces should be clean, dry, sound and free from grease. If unsure, clean first with sugar soap and rinse well. Remove all soft, dusty and loose material and abrade

lightly to a feathered edge to provide a key. On bare plaster & plasterboard, prime first with ECOS Plaster Sealer* Fillers - seal with ECOS Filler Sealer*

APPLICATION

Mix paint thoroughly before use. Keep lid on pouch of unused portion to prevent skinning. Apply with brush to cut-in edges and roller to roll wall surfaces. For brushing, use a high-quality brush. For rolling, use 3/8" to 3/4" nap roller cover. For airless sprayer — no thinning is recommended, 2000 – 2500 PSI, tip — .015"–.021". For conventional sprayer and HVLP, reduce up to one half pint per gallon with clean water. Provide adequate ventilation during application and drying time.

***** WARNING:** Older buildings may contain lead-based paint, which requires professional remediation if it is disturbed. If in doubt, consult with a professional from a Lead-Safe Certified Firm.

INGREDIENTS

Water, acrylic dispersion, vinyl acetate dispersions, titanium dioxide, pigments (various), thickeners – cellulosic and polymeric, barytes, limestone, clay, synthetic wax, dispersing aids (various).

HAZARDOUS COMPONENTS

None

VOCs/SOLVENTS

None

CLEAN UP

Remove excess paint from equipment before washing with water.

TOXICOLOGICAL INFORMATION

Long term experience of this product type indicates no danger to health when properly handled under normal conditions.

DISPOSAL

Waste product should not be discharged directly into drains or

waterways without treatment. Disposal of product and packaging should always comply with local and national regulations. Waste water containing product should be treated in a separation and biological treatment plant.

PHYSICAL PROPERTIES

Physical form: Liquid – paste

Color: Variable

Odor: Faint – none

Flash point: Not applicable

Vapor pressure: 23hPa @ 20°C

Relative density: 1.0 – 1.4

Solubility in water: Insoluble but miscible in all proportion

PH: 8 – 11

Viscosity: Variable

Flammability: Non-flammable

ECO INFORMATION

Degradation/elimination:

The product can be virtually eliminated from water by abiotic processes, e.g. adsorption onto activated sludge.

Eco-Toxic Effects:

No long term effects.

Bioaccumulation:

No evidence for bioaccumulation.

STORAGE

Store between +5°C and 20°C protected from frost and direct sunlight. Do not use storage vessels or pipe work made of aluminum, copper or their alloys. Detailed advice on storage systems can be provided.

www.lullabypaints.com

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PO Box 489

Fairforest, SC 29336

864.595.3840



Paint Coverage

Room Coverage Calculator:

- **Industry Leading** coverage at 560 sq. ft. per gallon. Dry time - 20 -30 minutes to touch, 2 to 3 hours between applications
- **Two Coat Estimates:**

	CEILING HEIGHT	10' Length	12' Length	14' Length	16' Length
10' Width	8'	1.2 gal	1.4 gal	1.4 gal	1.6 gal
	10'	1.6 gal	1.6 gal	1.8 gal	2.0 gal
12' Width	8'	1.4 gal	1.4 gal	1.6 gal	1.6 gal
	10'	1.6 gal	1.8 gal	2.0 gal	2.0 gal
14' Width	8'	1.4 gal	1.6 gal	1.6 gal	1.8 gal
	10'	1.8 gal	2.0 gal	2.0 gal	2.4 gal
16' Width	8'	1.6 gal	1.6 gal	1.8 gal	2.0 gal
	10'	2.0 gal	2.0 gal	2.4 gal	2.4 gal

Typical Nursery Size

How much paint do I need?

Standard nursery 10' X 12', 8' ceiling. Two coats coverage.

Traditional Paint	375 sq. ft./gallon	3 gallons
Lullaby Paints	560 sq. ft./gallon	2 gallons

Color Collection

<p>TWINKLE COLLECTION</p>  <p>STARLIGHT MOONSTONE</p> <p>ALABASTER LUMINOUS</p>	<p>GOLDEN SLUMBERS</p>  <p>BENGT STRAW SACK</p> <p>ANTIQUE WHITE FRENCH BLUE</p>
<p>SLEEP BABY SLEEP</p>  <p>COTTON CANDY SNOWY FLEECE</p> <p>CELADON HYDRANGEA</p>	<p>OLD KING COLE</p>  <p>ROYAL BLUE KING'S RED</p> <p>ARMY BLANKET SALTIRE</p>
<p>BAA BAA BLACK SHEEP</p>  <p>SHEEP'S WOOL PORTOBELLO</p> <p>PAVROTTI THATCH</p>	<p>ITSY BITSY</p>  <p>CITRON BLACK</p> <p>AZURE SEA TANGERINE</p>
<p>PRETTY LITTLE HORSES</p>  <p>WAKE EQUINE</p> <p>SABINO BLAZE</p>	<p>HUSH LITTLE BABY</p>  <p>WICKER CREEL DAWN MIST</p> <p>FLAX LILAC</p>

Color Matching:

We can color match color samples, color cards, fabric samples, bedding, etc. at no extra charge.





Safety

What are VOCs?

This process does not just occur when the paint is applied (“the new paint smell”), but continues to re-lease for up to three years.

What’s in the paint fumes?

Chemicals released include known carcinogens (cancer causing chemicals) and toxic chemicals such as glycols, toluenes, formaldehyde, texanol or phthalates.

Do all paints contain these chemicals?

Over 98% of paints, including many labeled as Zero-VOC, Low-VOC, and green contain these chemicals.

Doesn’t the Government regulate paint and these chemicals?

The EPA does not provide standards for paints, but leaves the responsibility up to paint manufacturers or third party certifiers.

What do paint companies provide as a warning?

Paint manufacturers provide an MSDS sheet with their paint, similar to a Nutrition Information Label. The EPA allows paints manufacturers to call their product zero-VOC even if it contains off-gasing chemicals.

What about the third party certifications?

All third party certifications including the highest levels of certification allow for at least 2 teaspoons (~50 g/L) of these chemicals as part of their standards in their testing guidelines.

What amount of chemicals can cause damage?

1-5 ppm (parts per million) cause damage ranging from acute skin and eye irritation to long-term damage to the kidney, neural, respiratory, and cognitive functions.

Who is most at risk?

Unborn babies, newborn babies and children are at the greatest risk due to their ongoing cognitive, neural and respiratory development.





EGGSHELL WALL PAINT APPLICATION NOTES

Description

- Lullaby Paints Eggshell gives a washable low-sheen finish

Storage

- Protect from frost/freezing

Where to Use

- Interior walls and ceilings
- Particularly kitchens, bathrooms, and other areas where steam and condensation are a problem.
- Not ideally suited for use directly on lining paper. A coat of soft sheen to seal first is needed.

Preparation

- Surfaces should be clean, dry, sound and free from grease. If unsure, clean first with sugar soap and rinse well.
- Remove all soft, dusty and loose material and abrade lightly to a feathered edge to provide a key.
- On bare plaster/plasterboard, prime first with ECOS Plaster Sealer.*
- Fillers - seal with ECOS Filler Sealer*Interior walls and ceilings.

Application

- DO NOT THIN
- Stir gently and thoroughly before use.
- Apply where possible using narrow (6 to 7 inch) foam or fine pile "gloss" roller.
- Do not layoff. Do not go back over painted areas. Do not spread.
- May be sprayed using an airless spray system.
- Best results are normally achieved with two coats.
- Allow six hours between coats.

- Avoid applying below 41°F (5°C) and above 68°F (20°C).
- Clean equipment with water, as soon as you have finished painting.
- At 77°F and 50% dry time to touch is 30 min. and dry time to re-coat is 2 hours.

Coverage

Varies with surface porosity, but on hard non-porous surfaces estimate:

140 sq. ft. per quart (single coat)

560 sq. ft. per gallon (single coat)

Health and Safety

Avoid contact with skin and eyes. Wash off splashes with water. Do not ingest. WARNING: Older buildings may contain lead-based paint, which requires professional remediation if it is disturbed. If in doubt, consult with a professional from a Lead-Safe Certified Firm.

Getting the Most Out of Your Pouch

Twist and squeeze pouch for full use. In addition, the pouch can be cut open using scissors. Squeeze out air before resealing.

Discarding Paint Pouches

Let dry in an air cooled place and discard in accordance with local ordinance.

Help us to provide a healthy, safe environment for moms and babies.

*Where to Find ECOS Paints <http://www.ecospaints.net>



lullaby
PAINTS

Accreditations

Facts:

- **Our product is defined by what it doesn't contain, rather than what it does.** Lullaby Paints contain no toxins, no glycols, and no harmful chemicals. There is no current industry standard which measures this level of purity sufficiently to adequately differentiate our product.

Accreditations:



Awards:



Glaxo Welcome Award



2012 JPMA Innovation Award Finalist



MADE IN USA

Notes:



Notes:

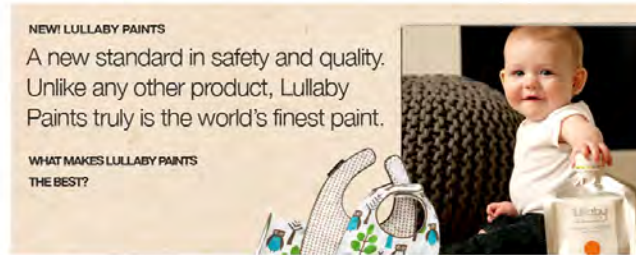


lullaby
PAINTS



Exhibit I

SAFETY



There's no good reason why a premium quality, hard wearing, beautiful paint needs to contain toxic chemicals. Know how we know that? At Lullaby Paints, after years of development, we have proven it. We are pioneers in paint-making and extremely proud of our final product: the safest paint available. Newborn baby-safe. Pregnant mom-safe. Safe enough for kids to paint with.



No Toxic Chemicals

We found safe alternatives to the following list of toxic offenders typically found in traditional paints: terpenes, formaldehyde, acrolein, phthalates, glycol, toluene, methylene chloride, styrene, trichloroethylene, xylenes, and benzene. (FYI - This is the short list. We wanted to spare you the drudgery of reading through the long one because this one's bad enough.)

FACT: VOCs aren't only released when the paint is fresh (that "new paint smell"), they can off-gas for the next three to five years!



Asthma & Allergy Safe

Almost sixty million people in the US suffer from asthma or allergies and studies increasingly link these chronic conditions to chemicals in our homes. For example, a study by the Harvard School of Public Health showed that babies exposed to glycol VOCs in paint were more likely to develop asthma and allergies as children. Unlike traditional paints, even those claiming to be Zero VOC, Lullaby Paints does not contain glycol.



Tried & Tested

Originally developed for people with extreme chemical sensitivities, our paints have been bringing relief for over twenty five years. And, in case you're wondering, we didn't compromise on quality even a smidgen. We created an award winning paint, praised as much for its color, coverage and durability, as it is for its safety. Lullaby Paints might take a little more time and effort to produce, but we think that our babies are worth it.



Awards and Accreditations

Lullaby Paints is the proud winner of several awards and has been recognized by many notable institutions for its contribution to babies' good health and the well-being of our planet. Some of these are as follows:



Eco-Friendly Packaging

Our pouches weigh fifty percent less than a traditional paint can. That means fewer resources are used to make it, less energy to manufacture and ship it, and less waste is created by it. Also, empty pouches are far easier to ship than traditional paint pots, with one truckload of empty pouches being the equivalent of fifteen truckloads of empty cans. Our pouches are easily resealed, which prolongs the life of leftover paint. Paint cans are old-hat, our eco-pouch is where it's at.



Lullaby Paints MSDS, Application, and Product Notes

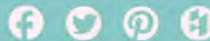
Lullaby Paints - MSDS Sheet
Lullaby Paints - Eggshell Application Notes
Lullaby Paints - Gloss Application Notes
Lullaby Paints - Wall Primer Application Notes
Lullaby Paints - Woodprimer Application Notes
Lullaby Paints - Chalkboard Application Notes
Paint Safety Information

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Exhibit J

The logo for Lullaby Paints features the word "lullaby" in a lowercase, elegant serif font. Below it, the word "PAINTS" is written in a smaller, uppercase, sans-serif font. A horizontal line is positioned under the "PAINTS" text, extending from the left edge of the word to the right edge of the "y" in "lullaby".

lullaby
PAINTS

The World's Finest Baby Safe Paint!

The logo for Lullaby Paints features the word "lullaby" in a lowercase, elegant serif font. Below it, the word "PAINTS" is written in a smaller, uppercase, sans-serif font. A horizontal line is positioned under the "PAINTS" text, extending from the left edge of the word to the right edge of the "y" in "lullaby".

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The World's Finest Baby Safe Paint!

Exhibit K

Q&A WITH ELIZABETH A. MCLEOD, M.D.



Board Certified: American Board of Pediatrics
Pediatric Associates, Greenville Hospital System, Children's Hospital

Here's a series of questions we asked Dr. McLeod:

Q: What are the health risks with traditional paints?

A: Many studies link fumes and VOCs from traditional paints with health problems like asthma, allergies, cognitive impacts and even cancer. It should really come as no surprise since conventional paints often contain chemicals such as Formaldehyde (carcinogen), Benzene (carcinogen), Trimethylbenzene (neurotoxicant), Toluene (neurotoxicant), and Xylene (neurotoxicant). Other chemicals commonly used have less serious impacts, such as respiratory issues, irritations and nausea, that nonetheless disrupt sleep patterns and affect a baby's well being.

Q: Why are babies more at risk?

A: Unborn and newborn babies are going through critical stages of development that make them uniquely vulnerable to toxic exposures. In fact, some toxic exposures may have no impact on you whatsoever, but could have lifelong implications for your child. (Consider what alcohol consumption during pregnancy can do.) In addition, especially in the first months of life, babies' immature metabolic systems are typically less capable of dealing with toxic exposures. And, because infants have more years of life in front of them than adults, they have more time to develop chronic diseases that may be triggered by early exposures.

Q: Why is the air quality in a nursery so important for babies?

A: Babies spend up to sixteen hours a day in their nursery sleeping, or resting. As you can guess, during this time they'll be breathing in any airborne pollutants, such as paint fumes.

Q: Are there any health issues in particular that concern you?

A: Honestly, they all concern me! But, as a pediatrician, I'm seeing a very concerning rise in asthma. And, if a child is struggling to breathe, or can't run and play, it has a domino effect and can potentially cause many other biological and psychological impacts. Over recent years, the incidence of asthma in the US has increased significantly and today about 25 million people (8% of the population) suffer from this condition. There is a growing body of evidence linking asthma to a variety of environmental factors. For example, a recent Harvard School of Public Health study found that children with high concentrations of propylene glycol and glycol ether (commonly found in paint) in their bedrooms had a higher likelihood of having asthma. Clearly, there's much we can do to prevent this.

Q: What can moms do to help?

A: Genetics, nutrition, and environment are the building blocks of health. You can't control genetics, and you're probably paying attention to diet, but don't forget about the last factor. Creating a safe, healthy environment is important for giving your baby the best possible start to life. Using Lullaby Paints is one simple way to eliminate the proven health risks associated with traditional paints, improve your indoor air quality, and protect your little bundle of joy.

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Exhibit L



NEW! LULLABY PAINTS

Shop for paint from the convenience of your own home. Browse, sample, choose, relax...

- FREE SAMPLE CARDS
- DELIVERY TO YOUR DOOR
- ALL-IN-ONE PAINTING KITS



Get Inspired

Browse our designer collections and inspiration boards to find the perfect colors for your baby's nursery. From whimsical, to chic, to elegant - and everything in between.

Try Before You Buy

Order free paint chips, color cards, or 2 oz. sample pouches - all from the comfort of your own home. Perfect for reviewing your color choices on your nursery walls.

Fast Shipping

Order your favorite colors using our easy-to-use website and we'll drop ship your paint right to your doorstep. Delightful design delivered directly!

It Couldn't Be Easier

Try the All-In-One-Kit for extreme convenience. It comes with everything you'll need to get the job done right. Relax, we've got you covered.

Features



The World's Best Nursery Paint

Made from the finest ingredients, our baby safe paints are carefully selected for their safety and performance. In fact, our paints are so safe they include food grade ingredients. Our rich, deep pigments are imported from Europe and meet the highest environmental and safety standards. And because our resins are not diluted with cheap solvents, they're thicker and cover your walls with ease.

SHOP NOW

Safe for baby. And the environment.



Our award-winning paint is praised as much for its color, coverage and durability, as it is for its safety. Attaining the highest certifications for product purity, Lullaby Paints is known in the industry as the safest paint available. Recognized by consumer advocacy groups and leading environmental organizations, used by hospitals and maternity facilities, lauded by magazines, designers and bloggers and, most of all, enjoyed by moms as pregnancy safe paints. We've revolutionized how safe and eco-friendly paints can be, for mom, baby, everybody.

[SHOP NOW](#)



Expert Help

Colors for your baby's nursery are nearly as important as what you put in it. That's why we have a whole team of experts standing by to guide you as you design, decide, and create. View our collections of how-to posts, DIY articles, inspirational nurseries, and safety advice so you can choose the very best paint for your baby's room. Let us help you with technical questions that you might have concerning coverage, finish, application, or maintenance. Give us a call, send us an email - we're here for you!

[SHOP NOW](#)



Designer Inspiration

Trend-setting designers, world class brands, boutique retailers and inspired moms all lend their creative expertise to the development of our nursery color collections and design inspiration. Browse our site for DIY ideas, expert advice, and recommendations for accessories and furniture to complete the perfect baby's room and create a beautiful home. LullabyPaints.com is the canvas that brings it all together.

[SHOP NOW](#)



Shop From Home

Create the perfect nursery with our sensational nursery colors! Browse our website for the perfect colors for your baby's nursery and have samples shipped to your door. Want something different? We can even match a color of your choice. Then order Lullaby Paints through our simple check out process. For the complete "shop from home experience" buy an All-In-One-Kit, which comes with everything that you will need to paint your room, including a brush, roller, tray tape and more. Painting has never been easier or safer.

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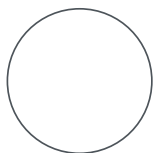
[FAQ](#)

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Exhibit M



PREGNANCY & NEWBORN
Baby Safe Paints



1/2 US GAL (64 Fl. Oz.)



Nursery Wall Paint

Pouch Size 1/2 Gallon (64 Fl. Oz.)

Coverage Area 280 Sq. Ft.

VOCs	None
Solvents	None
Odor	None
Flammability	None
Hazardous Ingredients	None

INGREDIENTS: Water, acrylic dispersion, vinyl acetate dispersion, titanium dioxide, pigments (various), thickeners cellulosic and polymeric, barytes, limestone, clay, synthetic wax, dispersing aids (various).

FIRST AID: Eye contact: May cause temporary irritation. Flush with water for fifteen minutes, holding eyelid open. Skin contact: Prolonged contact may cause irritation. Wash thoroughly with soap and water. Do not ingest.

Lullaby Paints offers the world's only decorator's grade, non-toxic wall paint. Traditional paints contain harmful chemicals, and alternative eco-friendly paints do not match the durability and coverage of Lullaby Paints. Used successfully around the world for over twenty years, Lullaby Paints promises performance, without environmental compromise.

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PAINTS

Questions or Comments?

1-866-587-3586 • www.lullabypaints.com

Nursery Wall Paint

- Eggshell Finish, Scrubbable, Premium, Hard Wearing
- Safe for Mom, Baby + Kids
- Always Non-Allergenic & Asthma Friendly
- Zero-VOC, No Odor, Fast Drying
- Non-Toxic

DRY TIME: At 77° F and 50% humidity; dry to touch in 20 minutes, recoat in 2 hours.

THINNING: Thinning is not recommended.

SURFACE PREPARATION: Surfaces should be clean, dry, sound and free from grease, dust and dirt. If unsure, clean first with mild detergent and rinse well.

APPLICATION: Shake paint thoroughly before use. Intermix pouches first to ensure uniform color. Apply with a brush to cut-in edges and a roller for wall surfaces. We recommend two coats.

BRUSHING: Use a high-quality synthetic brush.

ROLLING: Use a 3/8" to 1/2" tight woven, shed resistant cover.

STORAGE: Store between 41° F and 77° F, protected from frost and direct sunlight. To keep touch-up paint, force excess air out of a pouch containing any unused paint and screw cap back on to avoid skimming.

Dispose of in accordance with local ordinance.

Please Recycle



Nursery Trim/Door /Furniture Paint

Pouch Size 1/2 Gallon (64 Fl. Oz.)

Coverage Area 215 Sq. Ft.

VOCs	None
Solvents	None
Odor	None
Flammability	None
Hazardous Ingredients	None

INGREDIENTS: Water, acrylic dispersion, vinyl acetate dispersion, titanium dioxide, pigments (various), thickeners cellulosic and polymeric, barytes, limestone, clay, synthetic wax, dispersing aids (various). and polymeric, barytes, limestone, clay, synthetic wax, dispersing aids (various).

FIRST AID: Eye contact: May cause temporary irritation. Flush with water for fifteen minutes, holding eyelid open. Skin contact: Prolonged contact may cause irritation. Wash thoroughly with soap and water. Do not ingest.

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Questions or Comments?

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Nursery Trim/Door / Furniture Paint

- Premium, Hard Wearing Finish
- Safe for Mom, Baby + Kids
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- Zero-VOC, No Odor, Fast Drying
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DRY TIME: At 77° F and 50% humidity; dry to touch in 20 minutes, recoat in 2 hours.

THINNING: Thinning is not recommended.

SURFACE PREPARATION: Surfaces should be clean, dry, sound and free from grease, dust and dirt. If unsure, clean first with mild detergent and rinse well.

APPLICATION: Shake paint thoroughly before use. Intermix pouches first to ensure uniform color. Apply with a brush. We recommend two coats.

BRUSHING: Use a high-quality synthetic brush.

STORAGE: Store between 41° F and 77° F, protected from frost and direct sunlight. To keep touch-up paint, force excess air out of a pouch containing any unused paint and screw cap back on to avoid skimming.

**Dispose of in accordance with
local ordinance.**

Please Recycle 

Nursery Wall Primer

Pouch Size 1/2 Gallon (64 Fl. Oz.)

Coverage Area 215 Sq. Ft.

VOCs	None
Solvents	None
Odor	None
Flammability	None
Hazardous Ingredients	None

INGREDIENTS: Water, acrylic dispersion, vinyl acetate dispersion, titanium dioxide, pigments (various), thickeners cellulosic and polymeric, barytes, limestone, clay, synthetic wax, dispersing aids (various).

FIRST AID: Eye contact: May cause temporary irritation. Flush with water for fifteen minutes, holding eyelid open. Skin contact: Prolonged contact may cause irritation. Wash thoroughly with soap and water. Do not ingest.

Lullaby Paints offers the world's only decorator's grade, non-toxic wall primer. Traditional primers contain harmful chemicals, and alternative eco-friendly primers do not match the durability and coverage of Lullaby Paints. Used successfully around the world for over twenty years, Lullaby Paints promises performance, without environmental compromise.

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Questions or Comments?

1-866-587-3586 • www.lullabypaints.com

Nursery Wall Primer

• For bare, hard plaster and drywall

• Safe for Mom, Baby + Kids

- Always Non-Allergenic & Asthma Friendly
- Zero-VOC, No Odor, Fast Drying
- Non-Toxic

DRY TIME: At 77° F and 50% humidity; dry to touch in one hour, paint after four hours.

THINNING: Thinning is not recommended.

SURFACE PREPARATION: Surfaces should be clean, dry, sound and free from grease, dust and dirt. If unsure, clean first with mild detergent and rinse well.

APPLICATION: Shake primer thoroughly before use. Apply with a brush to cut-in edges and a roller for wall surfaces. Ensure primer is completely dry before painting.

BRUSHING: Use a high-quality synthetic brush.

ROLLING: Use a 3/8" to 1/2" tight woven, shed resistant cover.

STORAGE: Store between 41° F and 77° F, protected from frost and direct sunlight. To keep excess primer, force excess air out of a pouch containing any unused primer and screw cap back on to avoid skimming.

Dispose of in accordance with local ordinance.

Please Recycle 

Nursery Wood Primer

Pouch Size 1/2 Gallon (64 Fl. Oz.)

Coverage Area 260 Sq. Ft.

VOCs	None
Solvents	None
Odor	None
Flammability	None
Hazardous Ingredients	None

INGREDIENTS: Water, acrylic dispersion, vinyl acetate dispersion, titanium dioxide, pigments (various), thickeners cellulosic and polymeric, barytes, limestone, clay, synthetic wax, dispersing aids (various).

FIRST AID: Eye contact: May cause temporary irritation. Flush with water for fifteen minutes, holding eyelid open. Skin contact: Prolonged contact may cause irritation. Wash thoroughly with soap and water. Do not ingest.

Lullaby Paints offers the world's only decorator's grade, non-toxic wood primer. Traditional primers contain harmful chemicals, and alternative eco-friendly primers do not match the durability and coverage of Lullaby Paints. Used successfully around the world for over twenty years, Lullaby Paints promises performance, without environmental compromise.

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PAINTS

Questions or Comments?

1-866-587-3586 • www.lullabypaints.com

Nursery Wood Primer

• For dry, bare wood

• Safe for Mom, Baby + Kids

- Always Non-Allergenic & Asthma Friendly
- Zero-VOC, No Odor, Fast Drying
- Non-Toxic

DRY TIME: At 77° F and 50% humidity; dry to touch in one hour, paint after four hours.

THINNING: Thinning is not recommended.

SURFACE PREPARATION: Surfaces should be clean, dry, sound and free from grease, dust and dirt. If unsure, clean first with mild detergent and rinse well.

APPLICATION: Shake primer thoroughly before use. Apply with a brush. Ensure primer is completely dry before painting.

BRUSHING: Use a high-quality synthetic brush.

STORAGE: Store between 41° F and 77° F, protected from frost and direct sunlight. To keep excess primer, force excess air out of a pouch containing any unused primer and screw cap back on to avoid skimming.

Dispose of in accordance with local ordinance.

Please Recycle 

Exhibit N

Proven Technology

- 25 Years of Successful Use
- Award Winning
- Tested and Certified



For twenty five years, ECOS and Air Pure Paints have been sought out by people with multiple chemical sensitivities, concerned pregnant mothers, the environmentally conscious, corporations committed to sustainability, and the general public who care.

Now manufactured in the US, these products are available for discerning customers who are equally committed to the health of the environment.

IMPERIAL PAINTS



The Louvre



Clarence House



Westminster Abbey



Houses of Parliament



London Olympic Village



The British Museum



Heathrow Terminal 4

ECOS PAINTS
AIR PURE PAINTS

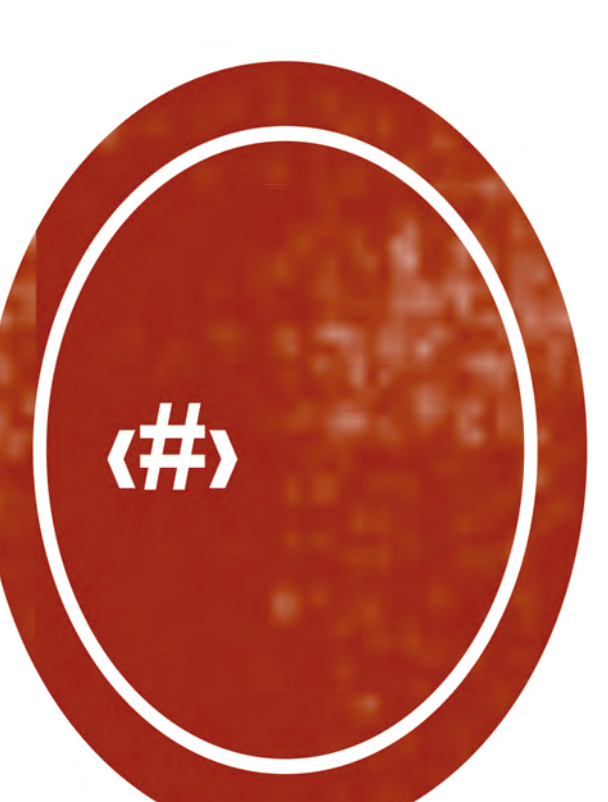


Exhibit O

ECOS Organic Paints



The World's best selling water based, VOC Free paint

- **ULTIMATE PURITY, ABSOLUTELY NO**
VOCs, glycol, solvent, pesticides, and herbicides.
- **7000x PURER THAN THE LATEST EUROPEAN STANDARDS**
- **ALL INGREDIENTS DECLARED**
- **QUALITY WITHOUT COMPROMISE**
Odorless, non-yellowing, non-toxic, and non-allergenic

OUR STORY

ECOS Paints were created in England in the early 1980s. Originally, they were formulated for two groups of people: primarily for those with allergies and conditions like MCS (Multiple Chemical Sensitivity). Secondly, for those at risk of developing these conditions.

Naturally, this means our paints have to be completely safe for everyone, so that's our benchmark - nothing gets an ECOS Paints logo unless it is truly zero VOC, zero solvent, zero glycol, and non-allergenic!

Every paint manufacturer now realizes that they have to stop selling products that are killing people. What they are finding though is that they cannot do this by simply "improving" their traditional products. You can only go so far with that approach before the paint stops working as a paint! Long before you get that far, quality also drops dramatically. ECOS Paints are proud to have a world-unique range of formulations that are both safe and top quality.

Of course when a product is 100% safe for your indoor environment, it is inherently safe for the wider environment. We are not going to jump on the green bandwagon, but we might brag a little about having been safe for the environment before anyone was even thinking about it.

There is no substitute for time to ensure a product is tested and developed properly. We are years ahead of anyone in the world and are using our experience to educate people of the dangers they face from traditional paints and finishes. We also strive to change the way the industry works and encourage every manufacturer to stop poisoning the world. That's where you come in and we can work together - as a team, we can make a difference! Don't settle for anything less than the health and safety of yourself and your family.

Old fashioned values are important to us and we think that shows in the relationships we build with you over time. Thank you for taking the time to find out a little about ECOS Paints. We look forward to helping you with your next project but, more importantly, to serving you right.

Thank you!

The ECOS Paints Family

PAINTS FOR STANDARD APPLICATIONS

ECOS Paints offer a completely unique range of decorative finishes. It's the only range of totally solvent-free paints available anywhere in the world today and has been independently tested to reveal zero VOCs (Volatile Organic Compounds), even when colored.

VOCs are a major contributor to atmospheric pollution and lead to global warming. In addition, the use of solvent-based paints is a major cause of Sick Building Syndrome, Danish Painter's Syndrome, Asthma, Allergies, Chemical Sensitivities and the general Flu-like symptoms reported by many people using conventional paints, including flat and silk wall paints!

Most paints currently on sale, contain solvents and VOCs. ECOS Paints contain none. As a result they are ideal for children's bedrooms, nurseries, kitchens and anywhere in the home, especially if you or a member of your family is chemically sensitive or suffers from asthma or allergies.

Using ECOS paints means that rooms are safe and pleasant to live in, play in, sleep in, and eat in!

We have a full range of finishes for walls and trim, including all the primers you might need for the perfect finish. For walls, we have the traditional Matt finish as well as a more contemporary Soft Sheen. For humid areas (like bathrooms) and places that might need more frequent cleaning (kitchens, for example), our Eggshell is ideal. It is less glossy than a semi-gloss, so far more attractive.

For woodwork and trim, we have Gloss or Satin (semi-gloss) finishes.

Our floor paints will revive old floors, and protect them for years to come. Tough enough for factory floors (we run a fork-lift truck over it!).

All our paints are available in our wide range of standard colors, or can be matched to a color of your choosing if you have something very specific in mind. Call or email us for a free color chart, or to ask about our color-matching service.

PAINTS FOR STANDARD APPLICATIONS



AIR PURE PAINTS

The air in your home can be 70x more polluted than outdoors - a cocktail of solvents and chemicals like formaldehyde* from sources such as carpets, furnishings, MDF, some paints and lacquers, cleaning products, personal products, aerosols etc.

Better than Zero-VOC

These allow ultimate air purity and are ideal for asthmatics and those with ME, allergies or chemical sensitivities. They go beyond simply not adding harmful chemicals to the environment - they actually remove them. By a unique application of molecular sieve technology, we actively remove VOCs like formaldehyde from the environment. This is perfect if you have existing paints that are off-gassing as it is stopped before it even reaches the air in your building. It also catches them from the air in your room, provided air-flow carries them to the surface of the paint. We currently have four products in this range for specific applications.

Air Purifying Paint (APP)

This revolutionary Matt-finish wall paint absorbs 98-99% of volatile pollutants, chemicals, solvents and VOCs from the atmosphere in your home down to around one part per million. The air purifier ingredient in APP neutralizes those pollutants permanently.

MDF Passivating Primer (MDFP)

For interior MDF, chipboard, particle board, and plywood, all of which can outgas formaldehyde* and other VOCs into the indoor atmosphere for many months or years. This can be one of the main causes of poor indoor air quality and a variety of medical problems, as well as affecting allergies and conditions such as asthma.

Anti-Formaldehyde Radiator Paint (AFR)

Conventional hot-water radiators can off-gas large amounts of formaldehyde* and can easily be the largest source of formaldehyde in the home! The active ingredient in AFR paint absorbs approx 98-99% formaldehyde before it can off-gas into your home or office environment.

Deodorizing Satin Paint for Wood (DSP)

This does for woodwork and trim, what APP does for walls. It neutralizes smells, solvents, VOCs, etc. where other (smelly) paints have been used. Suitable for interior woodwork and previously painted metal, MDF, radiators, etc.

*Formaldehyde is a carcinogen with mutagenic effects (causes birth defects). Other solvents have many effects including brain, liver, nerve and kidney damage, and respiratory problems.

VARNISHES

Not every surface needs to be painted. The beauty of wood can be preserved with a protective coating of Clear Varnish, or enhanced with a woodstain varnish.

Get creative and try a Woodwash, to accentuate the grain and create a whole new look.

For exterior woodwork, you need protection from the sun too, so our Exterior Woodstain Varnish includes an effective UV inhibitor to prevent the wood being bleached/grayed and damaged by the sun's rays.

Like everything with an ECOS Paints label, these are all completely non-toxic and non-allergenic, and have none of that offensive chemical smell you associate with traditional clear and colored finishes.

CHALKBOARD - IN ANY COLOR

The days of chalkboards in school are all but gone, but the wonderful character of them remains and is seeing a huge resurgence in interest.

A surface you can write or draw on and wipe clean as often as you like is still an opportunity to expand your mind.

Chalkboard paint can be applied to almost any hard surface so don't limit yourself. Try a notice door, customizable office storage, a children's desk-top, a shopping list side to your refrigerator, or a whole wall in a child's room!

Better yet, you are no longer limited to black. **Make the chalkboard any color that fits your room or application.** We've seen it used for office walls in all sorts of shades, and white produce-boards in supermarkets, with colored chalk. This is not your old school chalkboard but, naturally, it's 100% safe.



SPECIALIST PAINTS

Some applications need something special. We have developed a wide range of very specialized finishes and treatments, whilst adhering to our stringent standards of safety. These are some of the most unique finishes available in the world!

Nursery Paints

Some of the most vulnerable people to chemicals are babies and expectant mothers. At the same time, when we find out there's a new addition to the family on the way, it's only natural to want to prepare a space for them. Our Nursery Paint has been certified to the EN71:3 standard for use on children's toys, and is fully washable, so it will stay looking great until long after they've decided they want their own color scheme.

Firewall Paints

This matt flame-retardant paint attains a Class 1(A) rating to ASTM E-84. This is the best possible rating achievable and makes this paint suitable for the most demanding applications including use in enclosed vertical exit-ways.

ANTI-EMR (radiation shielding) Paint

This permanent wall treatment uses non-toxic nickel flake to give up to 99% shielding* against electro-magnetic radiations and needs no special equipment or expertise to apply. It is perfect for home use, or industrial applications such as computer rooms, hospital IC units and other facilities where EMR from mobile phones etc. is problematic. (*Independently tested to give 99% shielding of microwave energy on mobile phone bands frequencies)

Insulating Paints

This energy-saving super-matt paint insulates the walls and ceilings in your home, saving you money on energy bills - year on year, every day, 24 hours per day. Cooler in summer and warmer in winter!

Radiator Paints

Our Radiator Paints are designed for previously painted or primed domestic central heating hot-water radiators.

Designer Paints

You're looking for a particular style but why should you have to compromise on safety or quality? Super-Chalky wall paint recreates the Mediterranean feel, and Feng Shui is a multi-surface coating which lends a uniquely harmonious feel to the home.

ACCESSORIES & FINISHING TOUCHES

Any craftsman will tell you that preparation is the key to a good finish. When you need to complete the job properly, you need primers, fillers, and sealers too, but not at the expense of safety and your health. So, of course, we have these too, all meeting our exacting standards.

Clay Paint	A super-dry, soft and mellow chalky clay paint for interior walls
Concrete Sealer	Anti-dusting, consolidating, washable interior sealer for concrete floors
Cover-up Paint	An ultra-flat paint to hide minor to moderate surface imperfections, by eradicating reflectance
Distemper	Super-matt, non-dusting wipeable resin-bound Distemper for Interior Walls & Ceilings
Filler Sealer	Prevents cracking and peeling on fillers that normally reject painting
Knotting Compound	A white, solvent-free, solution for sealing resinous knots on bare wood
Masonry Paint	Superior quality smooth paint for exterior walls
Multi-Purpose Filler	Super-quality filler for cracks, joints, and holes - even deep holes up to 1" in a single application
Plaster Sealer	A non-toxic, odorless sealer for new/bare plaster
Shed & Fence	Decorative treatment for exterior woodwork
Stabilizing Solution	Reduces crumbling and flaking on concrete, masonry, brick, mortar, etc.
Stainblock	Highly concealing primer for difficult stains
Stone & Tile Sealer	Protect stone and tile floors, and similar surfaces, from staining
Stormseal	Solvent-free silicone water repellent for porous exterior concrete, etc.
Undercoat	VOC-free undercoat for primed bare wood and previously painted metal
Wall Primer	For sealing interior bare plaster and drywall, prior to painting
Wood Glue	Multi-purpose glue, free of solvents, VOC's, formaldehyde, ideal for priming bare wood, ply and wood fiber products
Wood Primer Woodwash	Decorative limed-style interior wood finish for an antique/designer look

This list is not exhaustive - space will not allow that. In a brief form such as this brochure, we cannot cover all the possible scenarios and problems you may need to deal with. So, if you don't see what you need, or want advice, we're here to help. Email or call us and we'll do all we can to solve your problem.

Contact Info

ECOS Paints
PO Box 489
Fairforest SC 29336
Tel: 864.595.3840

For general information or for help with ordering, you can email us at:
enquiries@ecospaints.net

For more technical queries, contact our technical team at:
technical@ecospaints.net

We look forward to your call, and to serving you!

Office Hours

Monday - Friday
9:00 am - 5:00 pm (EST)

Shipping Terms

We have partnered with FedEx for our general shipping needs. Because of the volume we ship, they give us an excellent rate which we pass straight on to you.

There are no hidden costs and we do not mark-up on shipping. The standard rate is for Ground shipping but, if you have a rush job, we can also ship using express methods - ask us for details.

If you place your order by 2:00pm (EST), we will almost always ship it to you the same day. After that, we will strive to do so but, in order to maintain quality control, we would rather ship it the next day, than rush something to you without following our QC procedures. Our reputation is founded on quality!



A Note about Our Packaging & the Environment

A note about our packaging and the environment:

We use containers which are 100% post-consumer recycled, and 100% recyclable. Our shipping boxes are also recycled and recyclable.



We use recycled materials wherever possible and recycle whatever we can.

We strongly encourage everyone, including you, our friends and neighbors, to do the same.

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Why do many people need special paint?

Everybody knows that some people are much more sensitive to smells, chemicals and pollutants than others. With paint, while we all notice the fumes and strong odors (which often cause headaches, breathing issues and nausea) for certain individuals the reaction is so severe it can lead to hospitalization.

What to do? A freshly painted home looks wonderful, but if the consequence is having to leave it for days, or weeks until the worst of the fumes pass, then this simply is not an option. There is a solution – ECOS Paints. Imagine having multiple chemical sensitivities and being able to paint a room yourself. We have many customers who have experienced just this, sending us comments like “I have never been able to be around liquid paint before and now, here I am painting my own house”.

BUY NOW
Doorstep Delivery



WHAT IS SO

DIFFERENT ABOUT ECOS PAINTS?

Unlike traditional paints, even those labeled as “environmentally friendly”, ECOS Paints are non-toxic and have no odor. Developed twenty five years ago with a unique formulation, our products were originally designed for people with multiple chemical sensitivities, asthma, allergies, and issues with everyday chemicals.

For over two decades, we have provided world class, high quality paints and relief from noxious chemicals to discerning individuals around the world. Today our customers also include people who are focused on the environment and sustainability; healthcare providers; mothers concerned about their baby’s health, and companies seeking to protect the health of their employees, guests and visitors. Our paints are zero VOC and do not contain harmful solvents that off gas into the air. Safer for you, your family and the environment.

If you care about the planet, ECOS Paints are the best choice for all your design and renovation needs! Check out all of our environmentally friendly paints, coatings, and products.



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What is zero VOC paint?

Zero VOC paint does not necessarily mean non-toxic, healthy, or safe.

Also, the EPA allows paint to be called Zero VOC* even if the VOC content in it is not actually zero.

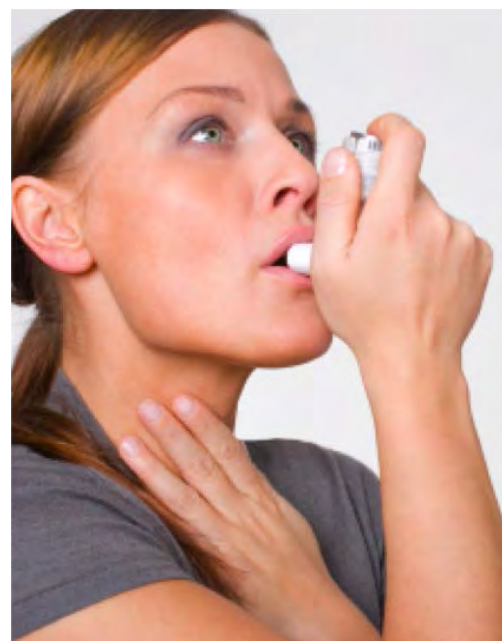
In addition, zero VOC paints can contain harmful chemicals, like highly toxic formaldehyde, which is not always required to be identified on the label.

Finally, the Zero VOC certification may only refer to the base paint - not the color tint.

WHAT THIS MEANS

Painting a single room with a “Zero VOC” product (containing five grams per liter of VOCs) will produce about the same mass of volatiles as if you sprayed out the entire contents of a can of deodorant. (There would be ten times this amount with low VOC paints).

BUY NOW
Doorstep Delivery



The problem is that VOCs from paint can cause serious health effects including skin and eye irritation, kidney damage, cancer, reproductive disruption, respiratory issues and impaired cognitive functions.

At ECOS, we have striven to go above and beyond common industry standards and green certifications to create the best Zero VOC paint. Our products do not contain the solvents, white spirit, turpentine, terpenes, ethereal oils, glycols, coalescents, vinyl chloride, acrolein, formaldehyde and formaldehyde donors, heavy metals, phthalates, APEOs and acrylic softeners found in many traditional paints. Instead, we offer a water based, zero VOC, glycol free, toxic solvent free, and odor free alternative.

So, whether you're looking for zero VOC paint, zero VOC varnish, zero VOC primer, or zero VOC stain - consider going one step further with ECOS Paints.

*EPA Method 24 allows for up to 5g/L of VOCs



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