

# Wellness Paint

*Paints for your well-being*



# The art of living well

*Going back to nature to appreciate more our daily life and what surrounds us.*

## HOME & WELL-BEING

The search for well-being is innate in every human-being. Well-being means feeling good with ourselves and what surrounds us. A psycho-physical balance at a deep level that allows us to live a full life.

The search for this balance is inextricably connected to a healthy relationship with the people, things and the environment. The house becomes a central element in the pursuit of well-being.

A safe space where you feel at ease and not only that...the home as a pleasure to experience, a space to take care of yourself and your family, where you can live the most precious moments together.


## WELLNESS & THE ENVIRONMENT

Taking care of ourselves and our families means respecting the Environment.

Our well-being is increasingly affected by our lifestyle and our relationship with nature. We only have one Planet and we need to treat it well.

Living in a green perspective, oriented to energy saving, recycling and use of organic materials, allows us to help preserve the Planet and live a healthier life.



A soft-focus photograph of a spa or wellness area. In the foreground, there are several black, smooth, rounded stones (likely hot stones) resting on a light-colored, textured surface. A white towel is neatly folded in the lower right. The background is filled with warm, out-of-focus lights, creating a bokeh effect. The overall atmosphere is calm and relaxing.

“The human body is a temple and as such we need to treat it well and respect it, always.”

*Hippocrates*

# Wellness Paint

*Paints for your well-being*



**Wellness Paint** is born from the desire of **MP** of taking care of your well-being and that of your family.

A line composed of natural, certified, low-VOC paints and technologically innovative products aimed at improving indoor air quality and guarantying maximum living comfort.

A safe space where you can take a well-deserved rest after a long and hectic day and where you can spend the most precious moments with your loved ones.

PRODUCT RANGE **Naturae** | **Inspira** | **Purifica** | **Rigenera** | **Rifletti**



*Wellness Paint is not just a line,  
but the result of a global vision of  
MP that has always put the human-  
being and the environment first,  
always looking for innovative and  
eco-sustainable solutions aimed at  
improving the living comfort.*

**A MIX OF TRADITION AND INNOVATION, DESIGNED FOR THE PEOPLE, IN THE RESPECT OF THE ENVIRONMENT.**



# Naturae

*Mineral lime paint for interior and exterior.*

Lime, an ancient, organic material, inextricably related to the **Italian tradition**, meets **modern technologies** to create a **high quality paint** with low VOC content (max value 10 g/l) that can improve your psychophysical well-being.

## IDEAL FOR:

*The creation of safe, non-toxic environments. Particularly suitable for children's rooms and rooms subject to humidity such as bathrooms and kitchens. Ideal paint for green buildings and for preservation and renovation of building*

## PROPERTIES:

Eco-friendly and odourless, for a safe and healthy interior.


Excellent vapour permeability, significantly reduces relative humidity.


Counteracts the proliferation of moulds and microorganism in a natural way without the use of chemical additives.


It creates a compact, resistant and long-lasting surface.

It qualifies for LEED and GBC green credits.



 PACKAGES:  
10l – 5l

 COVERAGE:  
5.5 – 8 m<sup>2</sup>/l per coat

 INTERIOR/EXTERIOR:  
Interior/Exterior

 APPLICATION:  
Roller or brush



# Inspira

*Natural mineral silicate paint Low VOC for interior.*

**Eco-friendly** silicate mineral paint with high vapour permeability, **very low VOC**, which does not foster the proliferation of moulds, for a healthy and comfortable environment.

## IDEAL FOR:

*Private houses and workplaces, kinder gardens, schools and nurseries  
INSPIRA promotes an healthier indoor environment and helps creating a safe and welcoming place, ideal for children and sensitive people.*


## PROPERTIES:


- Zero emission and highly vapour permeable.
- Solvent-free.
- Low dirt pick-up and resistant to abrasion.
- Excellent matt effect and opacity.
- It qualifies for LEED and GBC credits.



 PACKAGES:  
10l – 5l

 COVERAGE:  
12 – 16 m<sup>2</sup>/l per coat

 INTERIOR/EXTERIOR:  
Interior

 APPLICATION:  
Roller or brush



# Purifica

*Air-purifying photocatalytic paint for interior.*

Highly vapour permeable paint that, thanks to the **photocatalytic activity** generated by the special raw materials of which it is composed, **purifies the air** and promotes the **decomposition of bacteria**, microorganisms and atmospheric pollutants.

## IDEAL FOR:

*Ideal for children's rooms and high traffic area where hygiene and good air quality are a top priority, such as hospital, offices, schools, restaurants and bars. It is also recommended in smokers' houses and places particularly subject to fumes and vapours.*


## PROPERTIES:


Air-purifying and self-cleaning action activated by light, which constantly regenerates.


It prevents the deposit of dirt, mould and bacteria on the surface and keeps it unaltered overtime.

It neutralizes bad smells, has excellent vapour permeability and good water repellence.



 PACKAGES:  
10l - 5l

 COVERAGE:  
9 - 10 m<sup>2</sup>/l per coat

 INTERIOR/EXTERIOR:  
Interior

 APPLICATION:  
Roller or brush





# Rigenera

*Air-purifying photocatalytic paint for exterior.*

Siloxane water-based paint, water-resistant and highly vapour permeable that, thanks to its **photocatalytic activity**, generated by the special raw materials of which it is composed, it has an **anti-pollution and self-cleaning action**.

## IDEAL FOR:

*The protection and decoration of exterior walls. Particularly suitable for buildings located in heavy traffic areas where smog, dust and gases compromise the aesthetics of the facades and cause air pollution.*

## PROPERTIES:

The air-purifying action is activated by light and it constantly regenerates.

It reduces air pollution.


It prevents the proliferation of moulds and algae.


It prevents the deterioration of the facades by promoting the decomposition of polluting agents, such as dirt, mould, algae, bacteria, etc.



 PACKAGES:  
10l – 5l

 COVERAGE:  
7.5 – 10 m<sup>2</sup>/l per coat

 INTERIOR/EXTERIOR:  
Exterior

 APPLICATION:  
Roller or brush



# Rifletti

*Innovative heat-reflective and self-cleaning siloxane paint.*

Developed by studying the **cool material** technology, here is an innovative product that thanks to its nanotechnology **reflects the sunrays** with consequent **considerable savings on air-conditioning**. Extremely water repellent, thanks to the lotus effect, it prevents dirt and water deposit on the surface. These two exceptional properties allows for well-preserved exterior walls overtime and improved indoor living quality.

## IDEAL FOR:

*Urban Heat Islands, where its use can generate positive externalities, and for all buildings particularly exposed to bad weather or affected by humidity and therefore subject to bacterial attacks. It is also particularly suitable for renovation and protection of old and new thermal insulation systems (EIFS).*


## PROPERTIES:


Self-cleaning thanks to the lotus effect for cleaner and healthier facades.


Heat-reflective to improve thermal performance and ensure a balanced indoor environment.

Highly vapour permeable, with excellent anti-mould and anti-algae properties.



 PACKAGES:  
10l - 5l

 COVERAGE:  
7.5 - 9 m<sup>2</sup>/l per coat

 INTERIOR/EXTERIOR:  
Exterior

 APPLICATION:  
Roller or brush

*It takes hands to build a house, but only hearts can build a home.*



**COLORIFICIO MP S.R.L.**

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