



**NEWLOOK**  
INTERNATIONAL

# COLOR SELECTION GUIDE

*Proven Quality Since 1989*

- Endura Solid Stain™
- Endura Enhancer™
- Color Additive Booster
- WallStain; Solid & Translucent
- The ORIGINAL Solid Color Stain™
- EnduraCool Stain™
- Liquid Pigment Color™

Please read the respective Technical Data Sheet on NewLook's website (GetNewLook.com) before attempting to use.

Enhance the image of your existing concrete with NewLook's family of water-based Concrete Color Stains. They are non-acid, non-acrylic and contain no hazardous chemicals (VOCs), which means they are safer to use and there is no messy clean up, neutralizers or acid-free sprayers required. You also get consistent, controllable color since they do not react with concrete. NewLook Concrete Color Stains penetrate the surface of porous concrete without changing its texture, unlike paint or some sealers. Easily maintain both your interior and exterior concrete surfaces by restoring previously colored surfaces, changing colors or rejuvenating old, tired-looking concrete.



206 Charcoal



276 Medium Gray



275 Light Gray



214 Moonrock



202 Natural



215 Sunrise



344 Sierra



213 Caramel



225 Cowboy Dust



233 Beach House



286 Harvest



291 Fresco



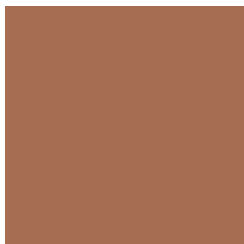
292 Autumn Wood



294 Mountain Brown



272 Dark Brown



293 Spanish Clay



244 Terracotta



245 Spanish Red



295 Light Oak



237 Buffalo Brown

Industry standard colors available, including Black (207), White (230), Safety Red (399), Safety Yellow (289) and Safety Blue (240). Custom color matching and cross-reference color matching to other manufacturer's standard colors are also available. Contact your local distributor for product availability.

## PRODUCT COVERAGE\*

Solid Color Stain (Large) = approx. 350 sf twice / 32 sm twice†

Solid Color Stain (Small) = approx. 45 sf twice / 4 sm twice†

Translucent Color Enhancer (X-L) = approx. 600–1200 sf / 56–112 sm

Translucent Color Enhancer (Large) = approx. 300–600 sf / 28–56 sm

Translucent Color Enhancer (Small) = approx. 75–150 sf / 7–14 sm

Endura Solid Stain (1 Gal.) = approx. 250–500 sf / 19–37 sm

\* Coverage is based on substrate porosity, moisture content, surface temperature and application method.

† NewLook International, Inc. recommends two (2) coatings of the Solid Color Stain and CoolStain PRO.

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The colors shown are approximate and, as close as possible, represent concrete with a flat-troweled finish. NewLook International, Inc.™ cannot control (and is not responsible for) application methods, jobsite conditions, finishing techniques, curing methods or other jobsite variables and, therefore, cannot guarantee the final appearance, adhesion or an exact color match. Texturing or finishing techniques, such as brooming or troweling, the use of sealers and slight color-drifts in raw materials can produce variations in color. NewLook International, Inc. strongly recommends representative jobsite samples (mock-ups) prior to project installation. NewLook Concrete Color Stains are ideal for driveways, garage floors, pool decks, offices, restaurants, hotels, theme parks, shopping malls, walkways, schools and other high-traffic municipal areas.