



JAMES ALEXANDER LIMEWASH PDS PRODUCT DATA SHEET

INTERIOR AND EXTERIOR SLAKED LIME LIMEWASH
A MINERAL WALL FINISH PRODUCT

DESCRIPTION AND APPLICATION

A highly decorative painterly wall coating that creates depth of finish and subtle texture that is unique to authentic limewash paints. It is suitable for low-touch residential and commercial environments.

Due to its unique mineral composition, in protected environments, mineral limewash can last substantially longer than water based paints. There are many examples of lime paints and frescoes enduring hundreds of years. James Alexander pure mineral limewash paint is made from slaked lime and mineral pigments in the fashion of traditional old-world lime paints.

Limewash paint creates a soft and subtle non-sheen wall finish with movement and beauty that is unique due to its mineral limestone composition.

With proper preparation, James Alexander Limewash can be used on most interior walls, as well as absorbent mineral based exterior walls (such as masonry and stucco). A non peeling type finish that does not form a surface film, the limewash paint is a wearing-type finish that when properly applied, will slowly wear rather than peel in exterior environments to create a classic limewash patina. This can create a look that is traditional and very low maintenance. Our colors are UV stable.

Because our authentic limewash is a pure mineral finish, and not a standard latex wall paint with added binders, there are specific ways that your surface must be prepared on non-mineral substrates.

APPLICATION SURFACE LIMITATIONS

James Alexander Limewash Paint is not suitable for:

- Wet locations such as showers or at areas that will be splashed with water (interior), or at areas with pooling water.
- Interior or exterior floors. Skyward facing exterior surfaces.
- Application on interior non-mineral based surfaces without first applying James Alexander Lime-Prep Primer
- Application to exterior non-mineral based surfaces.

This paint product is not oil proof, and can be damaged by foods, greases, body oils, color crayons or washable colored markers. Cleaning may damage or change the finish of the paint.

PRODUCT

Slaked mineral lime decorative architectural paint coating with mineral pigments.

COLOR

Slaked white, calcium carbonate lime is the natural nearly pure white color as a non-pigmented finish. It is pigmented with mineral colors to create a collection of limited annual collection design colors. Archived colors may be ordered for special projects or repaint projects.

GENERAL SURFACE PREPARATION

James Alexander Limewash Paint and Primers should only be applied to appropriate clean and stable substrates.

GENERAL APPLICATION METHODS

Lime-Prep interior primer should be applied over a sealing type water based latex/acrylic primer. Lime-Prep is a non sealing bridge primer that creates a compatible mineral based surface to limewash interior surfaces. Lime-Prep can be applied with a brush, sprayed or applied with a high quality roller cover that is compatible with low viscosity materials (such as microfiber).

Limewash paint is best applied with a brush, especially on smaller projects. It provides the best finish. For higher production projects, the first coat of limewash paint may be rolled or sprayed onto the surface with an airless sprayer using a orifice that will accommodate the mineral solids. The second coat, should be brush applied to create the classic limewash finish. All application coats should be applied with a minimum surface build as applying the product with any intentional build will create a weak finish. More coverage should be obtained with multiple applications only. If sealer is applied, generally it is best applied over a Densified coat of limewash. It should be applied with a brush in the same pattern as the limewash.

SURFACE TYPE AND RECOMMENDED APPLICATION SYSTEMS

It is important to determine what primers and topcoats may be best suited for your project. This will depend on what type of wall surface that you are painting and the end-use. We have broken most common applications into four "systems" as a reference to select the priming and finishing materials you'll need.

Utilize the below info-graphic and you will then be able to refer to the corresponding graphic below on this page to create a corresponding project material list.

Find Your Surface & System

<p>Standard Drywall System</p> <ul style="list-style-type: none"> • Interior drywall walls • Interior drywall ceilings • Interior paneling and • low-contact trimwork 	<p>High Contact Drywall System</p> <ul style="list-style-type: none"> • Interior drywall walls in higher-touch locations • Interior higher-contact paneling and trimwork
<p>Non-Sealed Masonry System</p> <ul style="list-style-type: none"> • Interior and exterior non-sealed and non-polished masonry surfaces • Interior and exterior non-sealed concrete, cement stucco, or plaster walls 	<p>Sealed Masonry System</p> <ul style="list-style-type: none"> • Interior sealed and or polished masonry surfaces • Interior sealed concrete, stucco, or plaster walls

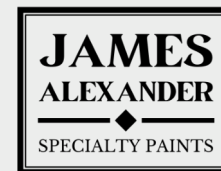
APPLICATION SYSTEMS

On the following page, we have these four common application systems broken out into corresponding graphics. These represent the four segments shown on the above graphic.



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LIMEWASH PAINT SYSTEM FOR INTERIOR DRYWALL

This is the most common system for interior surfaces that are lower-contact. The finish does not include the matte sealer topcoat as a final step. It is a more flat and delicate finish than the sealed finish, but it will be absolutely flat. This is our most popular finish for interior walls.

The densifier added into the final coat of limewash provides a surface that reduces chalkiness that is typical of pure mineral limewash finishes. This finish level is typically best suited for bedrooms and lower-contact living area walls and ceilings. If you are painting higher contact areas, you will likely want to add the sealer shown on the below system for higher contact areas.

The densifier step can be skipped if your surface will not be touched or contacted.

Full Limewash Paint System for Interior Drywall

Before you start, we recommend confirming your colors with our handpainted color cards

Should be used for applying all three limewash system items shown below

1. LIME-PREP PRIMER
Limewash bonding primer should be applied over any of the following surfaces:

- Previously painted surfaces
- Latex acrylic primer on unfinished drywall, paneling, or trim-work.

2. LIMEWASH PAINT
Apply first coat(s) of limewash. Typically 1-2 coats before step 3, additional coats can be applied if desired or you are not using densifier.
Step 3 is recommended for any wall surface that will be touched or contacted.

3. DENSIFIER
Mix the Densifier additive into your limewash paint before applying the final coat.
Paint the mixed limewash onto the wall in the same pattern as the previous limewash was applied.

LIMEWASH PAINT FOR NON SEALED INTERIOR OR EXTERIOR MASONRY, PLASTER, AND CONCRETE WALLS

Limewash is naturally suited to the open pore structure of most non-polished cementitious and plaster walls. This means that you will not need to apply a primer before finishing with limewash. It is suitable both for interior and exterior surfaces and provides a completely breathable, non-peeling surface that is UV stable.

Limewash slowly wears from masonry and plaster exterior surfaces over time rather than peeling as film-forming paints do. This creates the desirable limewash patina over time. It can be refreshed from time-to-time with a freshening coat to maintain a bright appearance.

Limewash Paint System for Non-Sealed Masonry

Before you start, we recommend confirming your colors with our handpainted color cards

Should be used for applying the limewash system items shown below

1. LIMEWASH PAINT
Apply limewash in thin coats. Typically 2 coats of limewash are required. Additional coats can be applied if desired.
Interior or exterior applications include: non-sealed concrete, cement stucco, or plaster walls. Breathable, non-peeling and UV stable.

LIMEWASH PAINT SYSTEM FOR HIGH CONTACT INTERIOR DRYWALL

For higher contact interior walls such as hallways and areas that may need some wipe-ability, consider the High-Contact system. This adds a topcoat of our Matte Sealer. Interior sealer is best applied over Densified limewash because the densified limewash is easier to finish without marring the limewash base coat with the sealer application.

You will want to determine whether higher-touch locations are better maintained by creating this wipe-able surface, or if touch up coats of limewash whenever needed will be better for you. Once sealer is applied, touch up coats will become more challenging.

Sealer can also change the color of the limewash finish and will add a slight sheen. Always complete a mock-up test before applying to your wall to ensure that this finish is suitable to your design goals.

Full Limewash Paint System for High Contact Interior Drywall

Before you start, we recommend confirming your colors with our handpainted color cards

Should be used for applying all four limewash system items shown below

1. LIME-PREP PRIMER
Limewash bonding primer should be applied over any of the following surfaces:

- Previously painted surfaces
- Latex acrylic primer on unfinished drywall, paneling, or trim-work.

2. LIMEWASH PAINT
Apply first coat(s) of limewash. Typically 1-2 coats before step 3.

3. DENSIFIER
Mix the Densifier additive into your limewash paint before applying the final coat.
Paint the mixed limewash onto the wall in the same pattern as the previous limewash was applied.

4. MATTE SEALER
Matte Sealer provides the most protection for your limewash finish. Apply very thinly with a block brush. One to two coats needed. Always test on a sample board or small section first to ensure that the sheen/color change is satisfactory to your design.

LIMEWASH PAINT FOR INTERIOR SEALED, PAINTED OR NON-POROUS MASONRY, PLASTER, AND CONCRETE WALLS

Limewash can be applied on interior surfaces over previously sealed, polished, and painted masonry, concrete, and plaster if you prime the surface first.

Some sealed surfaces will be coated with a clear sealer and if you want this color to show-through your limewash, you will want to use our Lime-Prep Clear Primer to facilitate this effect.

Please note that our Limewash products are not suited for refinishing floors or countertops.

Full Limewash Paint System for Sealed Masonry

Before you start, we recommend confirming your colors with our handpainted color cards

Should be used for applying all the limewash system items shown below

1. LIME-PREP PRIMER
Limewash bonding primer should be applied over previously painted surfaces, latex acrylic primer, unfinished drywall, and sealed masonry surfaces.
Tip: Use Lime-Prep Clear if you want natural masonry color to show-through.

2. LIMEWASH PAINT
Apply two coats in most circumstances. Additional coats can be applied if desired.



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MULTIPLE FINISHING METHODS

James Alexander Limewash Paints can be used for a variety of decorative wall finishes. Our standard application is the most common and provides a nearly opaque finish with subtle variation and texture. The methods and tips on this page are aimed to provide a straightforward introduction guide to the application of our limewash paint products.

With lime mineral paint, always paint on an absorbent mineral surface such as exposed masonry, or apply our Lime-Prep Primer to create a micro absorbent surface. This step will allow your paint to "stick" and develop its proper color to common wall materials such as gypsum board.

James Alexander Limewash Paints are best applied with a large block style brush that can hold a good quantity of material. The James Alexander Limewash Brush is a blend of bristle types which provides ideal workability for our paints. There are multiple ways to finish limewash for specific distinctive lime paint looks.

STANDARD AND OPAQUE INTERIOR FINISHES

The standard wall application method is to apply 2 to 3 coats of James Alexander Limewash Paint over a coat of Lime-Prep Primer. This will create the typical soft and lightly textural limewash wall finish. On the final coat, the mix-in densifier will be used if you are using the paint in an area where the wall will be touched to reduce the chalky finish. Our Limewash Sealer can be applied over limewash with or without the Densifier additive, but is easier to apply over the densified finish.

Our lime paint is a thinner consistency than latex paint and coats will typically apply faster and spread further. It is important to spread the paint as far as it will naturally go and not attempt to apply in a thick coating to attempt to build up the paint. Additional thin coats will provide a better finish than trying to apply in thick coats.

Due to the painterly look of limewash paint which is influenced by brushing style, painting a sample mock-up board with two or more coats in advance of starting your project can be very valuable as you can learn how your brush pattern will look and can make adjustments in advance of starting the project.

Standard wall application:

For the first coat, apply at full strength and spread each amount applied as far as it will go. Application should not be perfect and you should try not to over-brush. Over-brushing or overworking can happen by simply brushing too much or by working back over areas and to touch-up. The first coat should not provide good coverage since limewash paint is applied in very thin coats and you should start to see the look develop as the second coat dries.

Generally, limewash is applied in the four following general brushstroke patterns: crosshatch, random, vertical, or horizontal. Each will create a bit of a different effect as limewash paint will show some of the effect of the brushstroke pattern as the material dries. It's a great idea to experiment with different brushstroke patterns on a sample sheet of gypsum board to determine which look you like best. There are no rules to brush pattern and method. You are the artist, be expressive!

Each person paints limewash paint slightly differently and over-brushing can create heavy mottling effects. Pre-wetting the wall just before application of the final coat of limewash by spraying or brushing water on the surface can help create a more smooth, pillowy look to the brushstrokes. Dipping the tip of your brush in water between dips in the limewash to create some dilution can create a similar effect. Be careful not

to spray over finished limewash or apply so much water as to cause rundown as these can both cause water spotting.

After the first coat is dry and beginning to cure (overnight is best, but not required), apply a second coat. The second layer typically will use more limewash paint than the first layer, even as you spread the paint thinly over the surface. This is due to increased absorption into the initial layer of lime paint. The second layer typically provides a much more opaque finish layer.

Additional applications typically will not create a darker finish, just more coverage. Each application of lime paint should be applied thinly and without over-brushing.

SEMI-TRANSPARENT AND TONE-ON-TONE LIMEWASH FINISHES

One or two applications of various dilution ratios will create a semi-transparent finish. James Alexander Limewash Paint can be diluted with water up to 300 percent of volume to create a nearly transparent wash effect. This is a standard dilution ratio for wood-wash finishes. "Tone on tone" is the effect of starting with a base coat (usually two applications) of a generally deeper color and painting a water-thinned coat of a lighter color as a third coat. This creates a higher contrast and greater depth-of-finish. A common way to create the lighter tone is to add 25% white (Bianca color) to your base color and 10%-20% water. The base color is painted with a third coat of this lighter version of the color to create the effect.

Applications of slightly differently tinted lime paints using various layering techniques can create mottled and unique finishes. We find the best results usually start with a darker shade and overlay with a lighter shade. Similar colors often work well together and contrasting colors can create a high-contrast effect.

DISTRESSED LIMEWASH FINISHES

Applications of lime paint that are sprayed with water and/or wiped off with a cloth or scrubbing pad, or plastic bristle brush as the material is just dry/setting will create a distressed or aged finish. This effect is typically used to create an aged look on masonry surfaces.

CREATING CUSTOM COLORS

While we do not offer custom color matching, mixing two or more colors can create a custom blend and all James Alexander Limewash colors are compatible for blending together to create custom colors. One of the most common adjustments is to create a slightly lighter or darker version of a color that you like.

This can be accomplished by adding either a white (Bianca Color) or deep gray color (La Columba) to your selected limewash paint color. You can experiment in small quantities by using a tablespoon measure to adjust your limewash color. For example, you like the color Grano Scuro but you want a slightly darker version of that color.

You might stir together the following mixture in a small mixing cup:

1 tablespoon of La Columba Limewash Paint (deep gray color)

5 tablespoons of Grano Scuro Limewash Paint (yellow color)

With this method, you can create many color swatches with variations of your favorite colors to lighten or darken them to your desired tone.

TIPS AND APPLICATION ESSENTIALS

There are some specific methods that we find important to produce the good results for most. For those of you who are familiar with staining wood, many of the same principals apply.

1. Make sure that if your surface to paint isn't naturally absorbent (unfinished/non-sealed masonry, wood, concrete, or plaster), that you do apply Lime-Prep Primer before painting with lime paint. Please note that some bare wood surfaces can be damaged by direct application of lime paint without first applying a sealer to the wood. Contact customer support if you have questions about proper prep or apply to a test area to determine suitability.

2. James Alexander Limewash Paint must be brushed for best results. Lime paint will apply faster with a brush than other paint, as it is a thin material compared to acrylic paints.

3. Apply in very thin layers (usually 2-3) with a block style brush and review as you go to make sure to clean up any "drips/runs" as you go on the wall surface. Only after it dries will you be able to see the build and color (it will appear much darker and more transparent when wet). Generally, work fairly quickly with light flowing brushstrokes. Overworking or applying pressure while brushing can create excessive mottling or lift material from prior coats.

4. Maintain a "wet edge" and paint from one side of the surface to the other. Another method is the cloud technique and involves painting random "clouds" of lime paint and then blending the clouds into each other. Maintaining a wet edge is still required with the cloud method. The entire wall must be painted once started or there will be a darker layering appearance at the stopping/starting point. The wall can be lightly misted with water at your edge to preserve the wet edge for longer working times.

5. Do not "cut-in" lime paint like a traditional paint as this will create undesirable layering effect. In other words, don't paint lines around the edges of the wall or around windows - and then paint in the main body of the wall at a later time.

6. Wait 24 hours between applications for most consistent results. If you want to coat with another layer sooner, you can do this once dry but it may lift some of the previous coat into your current application (reducing the thickness of the coating). We recommend lightly misting/spraying the surface immediately before applying the second coat and subsequent coats. This will allow the lime paint to spread more effectively over the prior coat. You can lightly mist the wall to dampen it after applying the second or final coat (once the surface appears visually dry). This can help with curing and may also increase color variation and softened look of the final finish. Do not wet wall to the point where water can run down the surface as this will cause water streaking.

7. If you decide to seal to create a wipeable surface, wait at least 48 hours after final application to apply James Alexander Limewash Sealer. Sealer is best suited over a densified limewash finish-coat for most consistent results. Make sure to use interior sealer for interior applications only.

STORAGE

Store for up to 24 months in a cool, dry location, protected from frost. Close the open containers with care. Store liquids only in plastic buckets. James Alexander Specialty Paints cannot guarantee the shelf life of the product.

WARNING

Do not apply any products in direct exposure to strong/hot sunlight, rain, mist, high humidity (> 80%), at dew-point formation, or in the presence of strong wind. Beware of the danger of frost overnight. If applied by roller or sprayer, protect surrounding surfaces as necessary. Protect eyes and skin from splashes of paint. Cover glass, ceramic, natural stone, brick, metal, wood, painted surfaces and glazed tiles. Clean affected areas immediately with water. Prominent elements of the building (cornices, parapets, etc..) should be treated with skill, covering flashings, gutters, copper coatings, etc. ...

Do not work in air temperature lower than 13°C / 55°F and not above 32°C / 90°F. Clean work tools with water immediately after use. Keep out of reach of children. In case of contact with eyes and skin, wash immediately with plenty of water. In cases of consumption, consult a Doctor or call the CDC Poison Center (see Safety Data Sheet). In case of contact with eyes and skin, wash immediately with plenty of water and/or a saline solution. Always keep a good supply of saline solution for eyes and use abundant amounts to wash eyes. Do not rub eye lids or physically touch your cornea or surrounding area prior to and during washing. Consult a Doctor immediately in cases of irritation or severe burning sensation. In cases of consumption, consult a Doctor or call the CDC Poison Center (see Safety Data Sheet). Keep out of reach of children.

ADDITIONAL INFORMATION

The MSDS contains all of information required and is classified as a non-hazardous material.

This Technical Sheet lists data collected on the basis of technique and experience. Given the multiplicity of use of the product they cannot be binding and the user cannot refrain from using common sense and experience for the individual case. This information shall not constitute any legal obligation and no obligation from the seller or point of purchase, or any agreements inferred by employees who sale this product. Insurance or guarantees issued by our employees or employees should always be confirmed separately in writing. Any information about product adaptability and use of the product, must be verified by user prior to purchase. Check the exact consumption of product for the surface where product may be applied to determine amount of products needed. The user must verify the color matching before starting work. No refunds or exchanges will be provided for tinted products.

Dispose according to local regulations. Empty cans should be disposed of according to local regulations.

The data on this sheet represent typical values. Since application variables are a major factor in product performance, this information should serve only as a general guide. James Alexander Specialty Paints assumes no obligation or liability for use of this information. UNLESS JAMES ALEXANDER SPECIALTY PAINTS AGREES OTHERWISE IN WRITING, JAMES ALEXANDER SPECIALTY PAINTS MAKES NO WARRANTIES, EXPRESS OR IMPLIED, AND DISCLAIMS ALL IMPLIED WARRANTIES INCLUDING WARRANTIES OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR USE OR FREEDOM FROM PATENT INFRINGEMENT. JAMES ALEXANDER SPECIALTY PAINTS WILL NOT BE LIABLE FOR ANY SPECIAL, INCIDENTAL OR CONSEQUENTIAL DAMAGES. Your only remedy for any defect in this product is the replacement of the defective product, or a refund of its purchase price, at our option.