



Old Fashioned Milk Paint – Press Release July 2020

Carolyn Moore established the Blueberry Store in Saffron Walden in 2002, specialising in New England and Shaker Interiors, including Old Fashioned Milk Paint and unique Home and Lifestyle Accessories. The Milk Paint became a firm favourite with Carolyn's clients, and so a dedicated website was launched exclusively for the paint in 2018. This traditional paint, which gives a gorgeous authentic period finish, is now used extensively for home furniture make-over projects and for creating particular paint effects.

Gaining popularity with the resurgence over the past few years in painted and up-cycled furniture, the most stylish way of achieving these effects are with milk paint. The beautiful, velvety flat chalk finish, texture and colour ranges, which modern paints cannot compare with, give milk-painted pieces a naturally aged appearance, which can be enhanced by using various distressing techniques.

Old Fashioned Milk Paint, which comes in a unique powder form for mixing with water, is completely eco-friendly, non-toxic, odourless, food-safe, child and pet friendly and is very durable and quick drying. Made from only natural ingredients, including milk protein (casein), lime, clay and earth pigments, this chemical-free paint contains no preservatives, fungicides, hydrocarbons or any other petroleum derivatives. In powder form it can be stored in an airtight container which means it can last indefinitely, it can then be used as required for each individual project. However once mixed with water it cannot be preserved for more than twenty-four hours because of its unique milk component.

Three milk paint brands are now available, comprising of over 60 colourways to choose from across the ranges, including **Old Fashioned Milk Paint**, the original formula milk paint comprising of thirty-two beautifully rich colourways, twenty of which are historic Shaker-style colours, with twelve more added in Autumn / Winter 2019. This range appeals to professional or hobbyist woodworkers, woodturners and furniture makers or proponents of traditional Shaker / New England style colours.

Sweet Pickins Milk Paint is the new boutique collection, still authentic and still using the same eco-friendly ingredients, the collection is available in thirty contemporary, feminine colours, which are extremely popular with the growing home furniture makeover market.

Finally, and most recently introduced is **Farmhouse Finishes Safepaint**, which is perfect for both walls and interiors, as it is easier to mix and gives a more consistent finish over larger areas than original formula, although it can still be used on furniture. Also eco-friendly with all-natural credentials, Farmhouse Finishes is a must-have for all home interiors. Available in the same thirty-two colours as Old Fashioned Milk Paint, including Barn Red, Pumpkin, Mustard, Tavern Green and Providence, these beautiful and safe colours will give an instant pop of colour this Autumn - the powders can also be easily mixed to create hundreds of bespoke colourways. Ideal for both traditional country or modern-country interiors.



Bonds, finishes, oils, waxes and varnish are also available to buy online, making the website a one-stop-shop, whatever the project. There are also plans this year for video tutorials and a new YouTube channel, with further exciting plans for on-site furniture paint classes for 2021.

*****Old Fashioned Milk Paint is now also available in a number of independent, vintage style shops, with exciting plans for further expansion into home and decorator stores nationwide in the coming year.*****

For further information please visit: www.oldfashionedmilkpaint.co.uk

Or contact Carolyn Moore: 01799 219001

For all press requests, please contact Kate Chadwick – 0778 672 3958 or e-mail kate@chadwickpr.com

- ENDS -