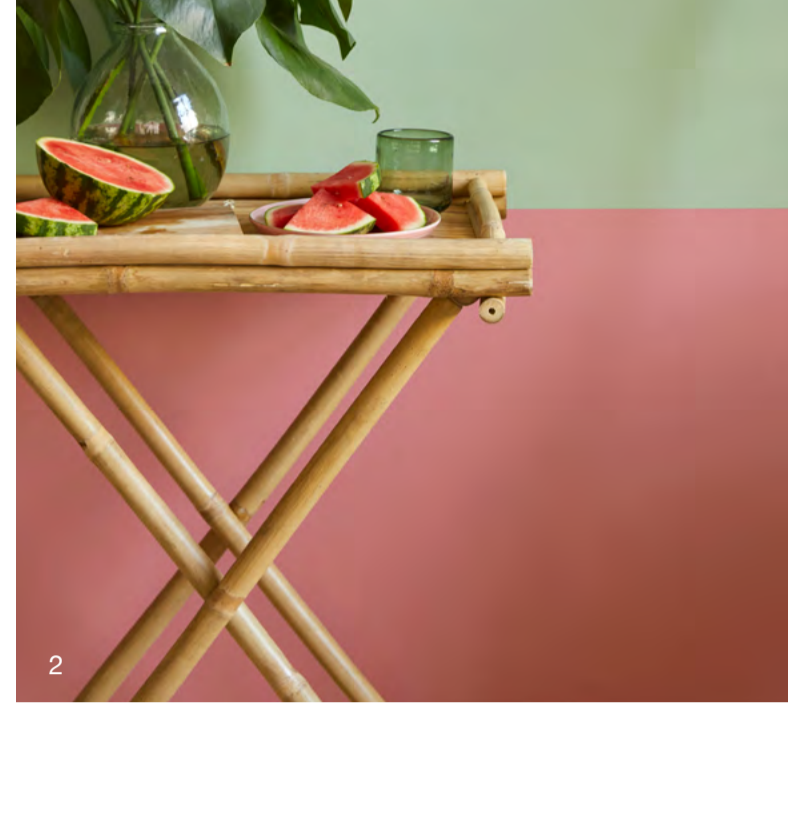




The Earthborn Difference

Over 20 Years of Breathable and Environmentally Friendly Paint

Founded in 2002, Earthborn sets the benchmark for eco-friendly paint, delivering on durability and breathability. Industry leaders, the brand created one of the first eco-friendly, breathable clay-based paints on the market; now each of Earthborn's paint collections are virtually VOC free and are formulated to be healthier to live with, for both properties and people.



THE ORIGINAL CLAYPAINT

Earthborn's Claypaint is a luxurious, ultra-matt interior paint that is created using the brand's unique eco-friendly clay recipe, resulting in a highly breathable paint. The hero product boasts a wide array of strengths, from being virtually VOC free, acrylic, oil and odour free to being vegan and even minimising condensation and deterring mildew. The easy-to-apply, creamy paint offers great cover and is even certified as safe for children and babies.



BREATHABILITY

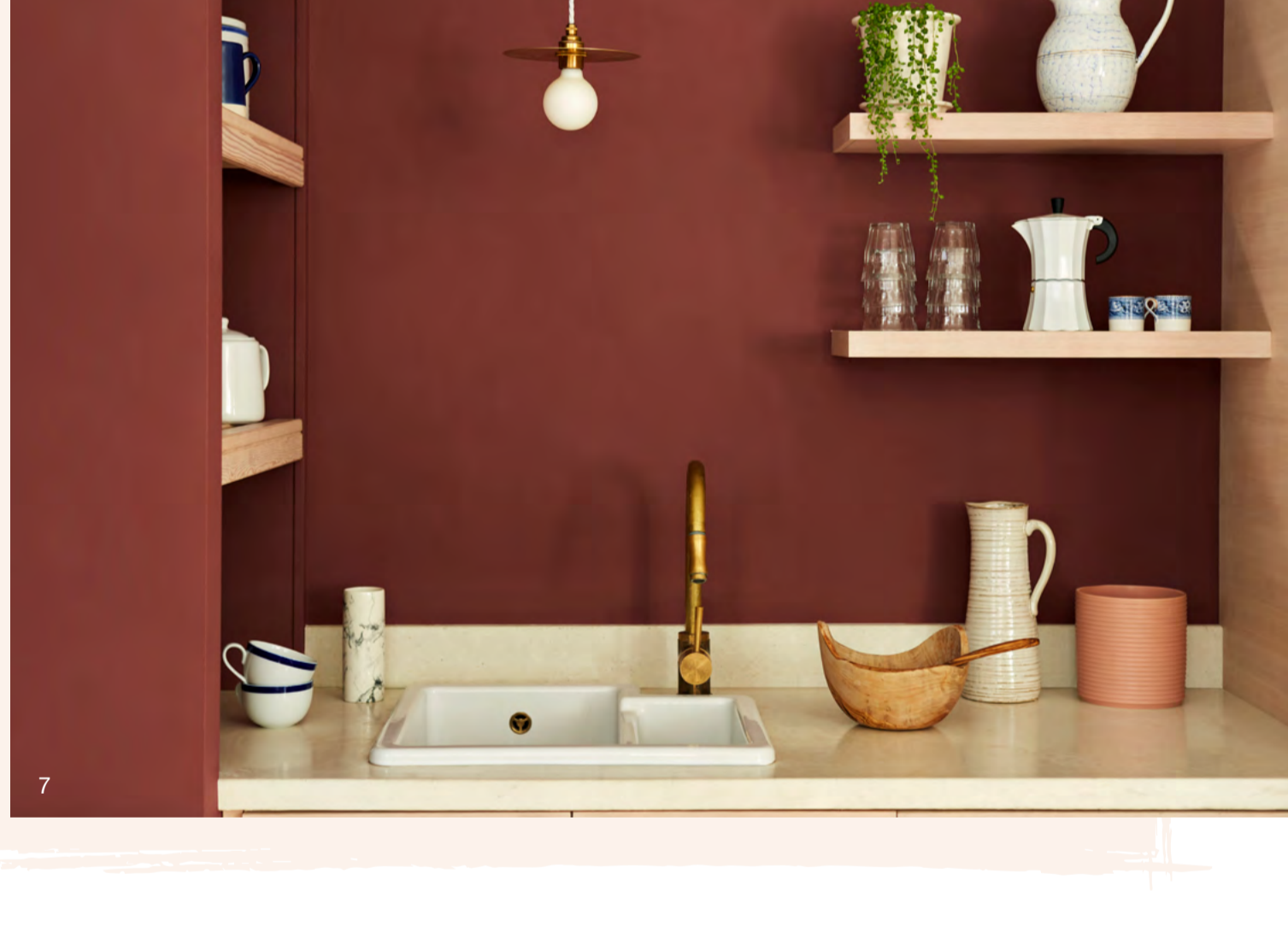
Earthborn's original Claypaint as well as its Lifestyle, Eggshell, Eco Chic and Silicate Paint ranges are all breathable, meaning that moisture doesn't become trapped under the surface of paint. Instead, air and water vapour can easily flow through the surface which prevents the paint from forming bubbles, peeling and potential larger issues with the building itself as a result. As walls naturally move, small cracks can appear, letting moisture in, but with breathable paint it can escape, which reduces the potential for damage to a property.



VIRTUALLY VOC FREE

VOCs (Volatile Organic Compounds) are gases that are emitted from certain types of solids and liquids during manufacturing. They include a variety of chemicals that can have short and long-term health issues and in paints are noticeable by the off-gassing smells. Even low levels of VOC's have a negative impact on the environment which can contribute to short or long-term health issues. This can range from irritation of the eyes, nose, and throat to more severe health concerns and affect people with various allergies.

A paint in the UK with low VOCs tends to fall within the range of 5g/l to 30g/l, which is still high. This is a consideration that Earthborn takes very seriously. Minute quantities of VOCs will always occur in manufacturing, but Earthborn is proud to say that by carefully choosing their ingredients, which are disclosed on every tin in its entire paint range, this minimises the impact on the environment as they are all virtually VOC free with less than 0.5g/l (with the exception of the isolating primer at still a low 10g/l) making them very safe for use in the home.



SAFE TO LIVE WITH

Earthborn is committed to ensuring its paint doesn't give off harmful emissions or harsh paint smells. Because of this, once a room has been painted in Earthborn paint, it can be returned to normal straight away and is safe to use – which is especially important for children's bedrooms or playrooms. With a high clay content, Earthborn's Claypaint helps to destroy airborne odours and contaminants, therefore reducing dust and allergens.



ECO-FRIENDLY

Claypaint was the first product that Earthborn created back in 2002, to introduce an eco-friendly interior paint to the market. The brand has continued to use sustainable ingredients and practices for its whole portfolio of products – from Eco Chic furniture paint to Silicate Masonry exterior paint. Even its painting tools are environmentally conscious, made from recycled, biodegradable materials such as bamboo. Earthborn's tins, colour cards and packaging are made from recycled materials and are fully recyclable, the packing chips are biodegradable and dissolve safely in water, and all their marketing materials are printed on FSC paper – making the brand an all-round environmental pioneer.

Awarded the first UK licence of the EU Ecolabel for Indoor Paints and Varnishes, Earthborn has been at the forefront of meeting high environmental standards by selecting the right eco-conscious ingredients – from raw material extraction right through to production, distribution and disposal.

