



MAGNOLIA HOME BY JOANNA GAINES™ CHALK STYLE PAINT



PRODUCT INFORMATION

MAGNOLIA HOME BY JOANNA GAINES™ CHALK STYLE PAINT is a fun, easy way to add history and character to any surface. It requires very little surface preparation and goes on thick. Depending on the look you want, simply apply 1 or 2 coats of the product on a clean, dust-free, or lightly sanded surface. For better durability, seal the surface with MAGNOLIA HOME BY JOANNA GAINES CLEAR SEALING WAX or MAGNOLIA HOME BY JOANNA GAINES PROTECTIVE FINISHING MATTE GLAZE. A “French antique” look can be achieved by applying two contrasting colors, distressed with sandpaper, and sealed with MAGNOLIA HOME BY JOANNA GAINES DARK WAX.

The colors of the paint have been chosen from Joanna’s own personal projects and are sure to inspire yours. Backed by the makers of KILZ®, a trusted name for over 40 years, you can be sure that whether you’re reclaiming, refinishing, remodeling, or renovating, MAGNOLIA HOME BY JOANNA GAINES CHALK STYLE PAINT can help give you the “lived-in” look you’ve been dreaming of. So, let’s get started!

DESIGNED FOR

MAGNOLIA HOME BY JOANNA GAINES CHALK STYLE PAINT can be applied over most existing finishes with little surface preparation. Use this product to up-cycle vintage furniture. Apply paint on old and new wooden furniture, cast stone, concrete, and even metal surfaces†. Do not use on horizontal surfaces subject to foot traffic.

PRODUCT SPECIFICATIONS

FILL LEVEL/ MAXIMUM TINT

M1060 MAGNOLIA CHALK STYLE PAINT Base 1
31 fl. oz./ 916 ml

M1063 MAGNOLIA CHALK STYLE PAINT Base 3
29 fl. oz./ 857 ml

M1062 MAGNOLIA CHALK STYLE PAINT Shiplap
31 fl. oz./ 916 ml

M1065 MAGNOLIA CHALK STYLE PAINT Weekend
29 fl. oz./ 857 ml

M1066 MAGNOLIA CHALK STYLE PAINT Blackboard
29 fl. oz./ 857 ml

M1067 MAGNOLIA CHALK STYLE PAINT Americana Egg
31 fl. oz./ 916 ml

M1068 MAGNOLIA CHALK STYLE PAINT MAGNOLIA Green
29 fl. oz./ 857 ml

M1069 MAGNOLIA CHALK STYLE PAINT Olive Grove
29 fl. oz./ 857 ml

M1072 MAGNOLIA CHALK STYLE PAINT Garden Trowel
29 fl. oz./ 857 ml

M1073 MAGNOLIA CHALK STYLE PAINT Ella Rose
31 fl. oz./ 916 ml

M1074 MAGNOLIA CHALK STYLE PAINT Cabbage Rose
31 fl. oz./ 916 ml

M1075 MAGNOLIA CHALK STYLE PAINT Home at Last
29 fl. oz./ 857 ml

M1076 MAGNOLIA CHALK STYLE PAINT Garden Essential
29 fl. oz./ 857 ml

M1082 MAGNOLIA CHALK STYLE PAINT Silos District
29 fl. oz./ 857 ml

M1083 MAGNOLIA CHALK STYLE PAINT Bright Days
29 fl. oz./ 857 ml

M1084 MAGNOLIA CHALK STYLE PAINT It is Well
31 fl. oz./ 916 ml

M1085 MAGNOLIA CHALK STYLE PAINT Day-To-Day
31 fl. oz./ 916 ml

M1086 MAGNOLIA CHALK STYLE PAINT Yarn
31 fl. oz./ 916 ml

M1087 MAGNOLIA CHALK STYLE PAINT Display
31 fl. oz./ 916 ml

M1088 MAGNOLIA CHALK STYLE PAINT Deep Rock
29 fl. oz./ 857 ml

M1089 MAGNOLIA CHALK STYLE PAINT True White
31 fl. oz./ 916 ml

FINISH

Sheen @ 85° <5

Sheen level depends on porosity of surface and various surface irregularities.

Resin Type: MODIFIED ACRYLIC

*Weight per Gallon: 12.5 +/- 2% lbs.

*% Solids by Volume: 38 +/- 2%

*% Solids by Weight: 59 +/- 2%

VOC: < 50 g/L

The addition of colorants may add VOCs.

FLASHPOINT

N/A

*VISCOSITY

85-95 KU

COVERAGE RATE

60-100 sq. ft. of coverage per quart with two coats depending on your technique and surface porosity.

*RECOMMENDED FILM THICKNESS

Film thickness depends on porosity of surface and various substrate irregularities.

At 60 sq. ft. per Quart:

Wet: 6.5 mils; **Dry:** 2.5 mils

At 100 sq. ft. per Quart:

Wet: 4.0 mils; **Dry:** 1.5 mils

APPLICATION

Roller:

3/8" - 1/2" synthetic roller

Brush:

Nylon / Polyester Blend

Note: This product is formulated to be rich and concentrated to provide excellent hide and coverage. If you find this product to be too thick add up to 2 oz. of water per quart to thin it to the desired thickness for smooth and easy application.

DRY TIME @ 77°F and 50% RH:

To Touch: 1 hour

To Recoat: 2 hours

Darker colors may require additional dry time between coats. Cooler temperatures or higher humidity may prolong drying time.

SURFACE PREPARATION

Clean the surface before applying MAGNOLIA HOME BY JOANNA GAINES™ CHALK STYLE PAINT. Loose and peeling paint, mold and mildew stains, rust and all other foreign substances should be removed from the surface. We recommend scuffing and sanding glossy surfaces and repairing any imperfections. Remove all dust with a damp cloth and allow to dry. Use MAGNOLIA HOME BY JOANNA GAINES CHALK STYLE PAINT on properly prepared uncoated or painted interior surfaces. For woods that contain tannins, such as redwood and cedar, use a coat of primer such as KILZ® PREMIUM Interior/Exterior Water-Base Primer.

Glossy Surfaces:

†For optimal adhesion to difficult surfaces use KILZ PREMIUM Primer. Follow the instructions on the back of the primer label and top coat it with MAGNOLIA HOME BY JOANNA GAINES CHALK STYLE PAINT.

New Wood:

WARNING! Sanding or scraping pressure treated lumber may be hazardous; wear appropriate protection. Remove mill glaze with sandpaper. Set nails and fill holes, scratches, and gouges with the appropriate wood filler and let dry completely. Remove all dust with a wiping cloth. Fill all gaps with a paintable caulking, and allow to completely dry prior to coating.

WARNING! If you scrape, sand or remove old paint, you may release lead dust. **LEAD IS TOXIC.** Contact the National Lead Information Center at 1-800-424-LEAD or visit www.epa.gov/lead.

*Base 1

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CLEAN UP & DISPOSAL

Clean all tools and equipment with water. For disposal of empty containers and unused product, contact your household refuse collection service.

CAUTIONS/LIMITATIONS

- **IMPORTANT!** Do not open can without reading instructions.
- Shake can thoroughly before opening for application.
- Stir before and during application.
- For tint bases-do not use without addition of colorant.
- Do not use on floors.
- Do not use when air and surface temperature are below 50°F or above 90°F.
- Shelf life under normal conditions is 2 years unopened.
- Keep from freezing.

GENERAL INFORMATION:



WARNING: Causes eye and skin irritation. Wear protective clothing, gloves, eye, and face protection. Do not eat, drink, or smoke when using this product. Take off contaminated clothing and wash it before reuse. Wash hands thoroughly after handling. Dispose of unused, contents, container and other contaminated wastes in accordance with local, state, federal and provincial regulations.

FIRST AID: If in eyes: Rinse cautiously with water for several minutes and remove contacts if present and easy to do. Continue rinsing and get medical attention if eye irritation persists. **If on skin:** Wash with plenty of soap and water. **If swallowed:** Rinse mouth and get medical attention if you feel unwell.

*Base 1

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