

MAGNOLIA
HOME
BY JOANNA GAINES

CRAFTED WITH
KILZ

MAGNOLIA HOME BY JOANNA GAINES® PREMIUM INTERIOR EGGSHELL PAINT & PRIMER



PRODUCT INFORMATION

MAGNOLIA HOME BY JOANNA GAINES® PREMIUM INTERIOR EGGSHELL PAINT & PRIMER is made to transform your vision into reality. Curated by Joanna Gaines, the colors have been chosen from Joanna's own projects and are sure to inspire yours. Breathe new life into an old surface, or add a bit more charm and character to any project. Backed by the makers of KILZ® Paints and Primers, a trusted name for over 50 years, you can be sure that whether you're remodeling, renovating, or even touching up, MAGNOLIA HOME BY JOANNA GAINES PREMIUM INTERIOR PAINT & PRIMER can help give you the one-of-a-kind look you've been dreaming of.

Utilizing the most technologically-advanced acrylic of the KILZ Brand, MAGNOLIA HOME BY JOANNA GAINES PREMIUM INTERIOR PAINT & PRIMER combines paint and primer properties with exceptional stainblocking performance. This innovative product features superior stain resistance and removal. Additional features include excellent coverage, hide and touch-up. Dry paint film is mildew resistant. Performance backed by the KILZ Lifetime Limited Warranty*.

RECOMMENDED USES

Ideal for interior walls and ceilings. Excellent for bedrooms, family rooms, dining rooms, kids' rooms, hallways and offices. Use on properly prepared coated or uncoated wood, drywall, masonry and cured plaster.

PRODUCT SPECIFICATIONS

FILL LEVEL/ MAXIMUM TINT

M1760 BASE 1 / TRUE WHITE

Gallon: 128 fl oz. / 3.78L
Quart: 32 fl oz. / 946ml

M1763 Base 3

Gallon: 116 fl oz. / 3.43L
Quart: 29 fl oz. / 857ml

FINISH

Sheen @ 85° <5
Sheen level depends on porosity of surface and various surface irregularities.

Resin Type: 100% ACRYLIC

*Weight per Gallon: 11.5 lbs.
*% Solids by Volume: 42%
*% Solids by Weight: 57%

VOC: < 50 g/L

The addition of colorants may add VOCs.

FLASHPOINT

N/A

*VISCOSITY

100 – 110 KU

COVERAGE RATE

250 – 400 sq. ft. per gallon depending on the surface texture, porosity and the application method.

*RECOMMENDED FILM THICKNESS

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

At 250 sq. ft. per gallon:

Wet: 6.4 mils; **Dry:** 2.7 mils

At 400 sq. ft. per gallon:

Wet: 4.0 mils; **Dry:** 1.7 mils

APPLICATION

Brush:

Nylon / Polyester Blend

Roller:

Smooth Surfaces: 3/8" – 1/2" nap
Rough Surfaces: 1/2" – 3/4" nap

Airless Spray:

Tip: .015" – .019"
Filter: 60 mesh
PSI: Fluid pressure of 1,500 – 2,200

DO NOT THIN if using a roller or brush; however, if using a sprayer and thinning is required, thin with water at a ratio of no more than 8 oz. per gallon.

DRY TIME @ 77°F and 50% RH:

To Touch: 1 hour
To Recoat: 2 hours
Full Cure: 4 weeks

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

SURFACE PREPARATION

All surfaces must be clean and free of dust, chalk, oil, grease, wax, polish, mold and mildew stains, loose and peeling paint, rust, and all other foreign substances.

New Drywall:

All drywall surfaces should be sufficiently sanded smooth. Remove any remaining drywall dust prior to priming. Allow all drywall compounds to be completely dry prior to coating.

Previously Painted Drywall:

Remove all loose and peeling paint and all other foreign

COMPLIES WITH THE BELOW AS OF 4/1/2025

SCAQMD	YES	OTC	YES
CARB SCM 2007	YES	LADCO	YES
OTC PHASE II	YES	AIM	YES

substances. Clean any dirt and grease by scrubbing the surface with a detergent and water solution, followed by a thorough rinsing with clean water. Set nails and fill holes, scratches, and gouges with the appropriate spackling material and let dry completely and sand smooth. Remove all dust with a wiping cloth. Fill all gaps with a paintable caulking, and allow to dry completely prior to coating.

Glossy Surfaces:

For maximum adhesion, scuff sand the surface before coating.

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.

New Plaster:

New plaster should be thoroughly dried out and cured for a minimum of 30 days before painting. When cured, clean using a mixed solution of one part vinegar and one part water to remove efflorescence and neutralize.

Previously Painted Plaster:

Remove all loose and peeling paint and all other foreign substances. Clean any dirt and grease by scrubbing the surface with a detergent and water solution, followed by a thorough rinsing with clean water. Set nails and fill holes, scratches, and gouges with the appropriate spackling material and let dry completely and sand smooth. Remove all dust with a wiping cloth. Fill all gaps with a paintable caulking, and allow to completely dry prior to coating.

Masonry:

All masonry surfaces must be cured at least 30 days before painting. The pH must be 10.0 or lower prior to coating. Smooth masonry may require an adequate profile for adhesion. For all other smooth concrete surfaces, you can create a profile, remove loose aggregate and debris using a concrete & masonry cleaner & etcher product.

*Numbers given here are from M1760 Base 1/ True White.

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SURFACE PREPARATION *(CONTINUED)*

Ferrous and Non-Ferrous Metal:

New, non-ferrous metal may have an oily film, which should be removed with a detergent and water solution prior to painting. For better paint adhesion, sand the surface with sandpaper, steel wool, or by using a concrete & masonry cleaner & etcher product. Clean by scrubbing the surface with a detergent and water solution, followed by a thorough rinsing with clean water.

Metal:

Remove all rust and mill scale using sandpaper, steel wool, abrasive blasting, or other abrading methods to create a profile on the metal's surface. **New Surfaces:** Clean the metal by scrubbing the surface with a detergent and water solution, followed by a thorough rinsing with clean water. Bare metal must be primed the same day it is cleaned.

Stainblocking:

For unpainted or heavily-stained surfaces, prime using a product such as KILZ 3® PREMIUM Primer. After priming, test for stain bleed-through by applying the topcoat to a small section. If the stain bleeds through the topcoat, apply a second coat of primer and test again before top-coating the entire area. If bleeding continues, a longer dry time of the primer may be needed before top-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 to www.epa.gov/lead.

RECOMMENDED PRIMER/SYSTEMS

PROPERLY PREPARED NEW SURFACES:

Drywall, Plaster, Masonry and Wood:

• 2 coats of MAGNOLIA HOME BY JOANNA GAINES PREMIUM INTERIOR EGGSHELL PAINT & PRIMER is minimum required for new or uncoated surfaces and surfaces with severe tannin and stains.

For Severe Tannin/Stain-blocking:

• KILZ 3® PREMIUM Primer.

PREVIOUSLY PAINTED SURFACES:

• Cover previously painted surfaces or lock in stains with the first primer coat. If necessary, apply a second primer coat of MAGNOLIA HOME BY JOANNA GAINES PREMIUM INTERIOR EGGSHELL PAINT & PRIMER. For application over oil-based or glossy surfaces, use a product such as KILZ 3® PREMIUM Primer.

TEST SPECIFICATIONS:

Flexibility

• ASTM D522, method B - Pass

Scrubability

• ASTM D2486, > 2000 (no shim)

Burnish

• ASTM D6736, < 2 Units (Gloss Change at 85 Degree)

Washability

• ASTM D4828 - Pass

CLEAN UP & DISPOSAL

Clean all tools and equipment with warm, soapy water. Do not dispose of this product down a drain. If spilled, contain material and remove with an inert absorbent. Dispose of contaminated absorbent, container and unused product in accordance with all current federal, state and local regulations. For recycling or disposal of empty containers, unused product and soiled rags, contact your household refuse collection service.

CAUTIONS/LIMITATIONS

- **IMPORTANT!** Do not open can without reading instructions.
- For tint bases – do not use without addition of colorant.
- Do not use on floors.
- For best results, apply when air, material and surface temperatures are between 50°F and 90°F. Temperatures above 90°F can cause the paint to dry too fast, whereas temperatures below 50°F can inhibit proper film formation.
- Allow four weeks before washing or cleaning for full cure.
- Shelf life under normal conditions is 2 years unopened.
- Keep from freezing.

GENERAL INFORMATION:

WARNING! IRRITANT. CAUSES EYE AND SKIN IRRITATION. MAY CAUSE RESPIRATORY TRACT IRRITATION. MAY CONTAIN: CRYSTALLINE SILICA AND TITANIUM DIOXIDE. AVOID CONTACT WITH SKIN AND EYES. DO NOT BREATHE DUSTS, VAPOR, OR SPRAY MIST. Sanding, grinding or abrading may release sanding dust, which may be harmful if inhaled and has been shown to cause lung damage or cancer with long term exposure. To avoid breathing in dust, vapors, and spray mist, open windows and doors or use other means to ensure fresh air entry during application, drying, sanding, and/or abrading. If properly used, a respirator (NIOSH approved with particulate pre-filter) may offer additional protection and should be used if adequate ventilation cannot be provided; obtain professional advice before using. If you experience eye watering, headaches, or dizziness during application or drying, increase fresh air or leave the area. Wash thoroughly after handling. Close container after each use.

FIRST AID: If you experience difficulty in breathing, leave the area to obtain fresh air. If continued difficulty is experienced, get medical assistance immediately. In case of eye contact, flush immediately with plenty of water for at least 20 minutes and get medical attention; for skin, wash thoroughly with soap and water. If swallowed, get medical attention immediately.

KEEP OUT OF REACH OF CHILDREN – DO NOT TAKE INTERNALLY.

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