

## PRODUCT SPOTLIGHT

# Paint-Guard™ Mold Prevention Additive



## INNOVATIVE SOLUTION UNMATCHED Mold and Mildew Protection

### The Most Effective Solution to Prevent Microorganism Growth

Exceptional resistance to mold, mildew, and odor causing bacteria

### Long Lasting Protection

Resist fungi growth for years to come

### Made with Environmentally Friendly Ingredients

Free of VOC's and harmful chemicals

### Flexible Application

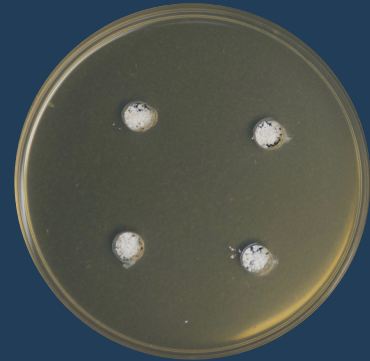
Compatible with any paint brand, color, or texture

### Formulated for Functionality

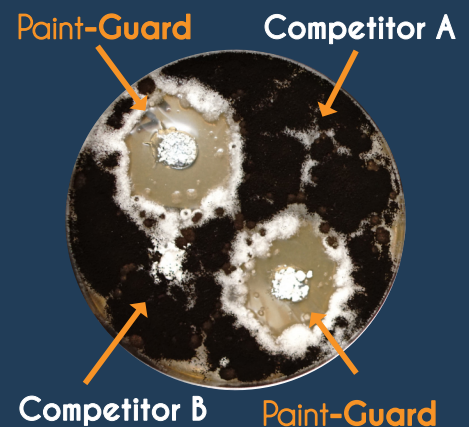
Long shelf life (18 months), not flammable (will not flash), will not harden or gel

## The Proof is in the Petri Dish

There are many products that "claim" to prevent mold growth. For us, claims mean nothing if they aren't supported by scientific data. That is why we fully tested the effectiveness of Paint-Guard™ BEFORE releasing it to the market. The circle below is a picture of a petri dish used for growing mold in a laboratory. Scientists covered the entire petri dish in growth media (the yellow stuff - it is food for mold) and covered the media in mold spores. Next, they created 4 small holes and filled each of them with equal amounts of "mold killing powder."



Next, the petri dish was incubated for several days to allow the mold spores to sprout into active mold. The picture below was taken right when the plate was removed from the incubator. The fluffy white stuff is young mold growth, the black is mature mold. Do you see the mold free areas around the wells of Paint-Guard™? Do you see how the mold has completely grown over the two other "mold killing" compounds? This is what we mean when we say "The most effective mold preventative on the market!"



# PAINT-GUARD™ BENEFITS vs ALTERNATIVE STRATEGIES



## vs STANDARD PAINT

- Most architectural coatings, including latex, oil-, and alkyd-based paints all contain molecules that microorganisms readily consume as nutrients.
- Mold spores (seeds) float all around us in the area, when they land on freshly painted surfaces (dense with nutrients) they lay dormant until the humidity level rises enough for them to sprout and propagate profusely, feeding on the nutrients within the coating.

## vs MOLD INHIBITING PRIMERS

- Mold inhibiting primers serve an important role in mold remediation. These coatings block the staining due to previous mold growth, prepare the surface to adhere with the new top-coat, and neutralize any mold spores that may remain in the substrate after cleaning.
- However, these coatings have no impact on airborne mold spores that will land on the new topcoat. That is why it is imperative to protect the topcoat with Paint-Guard™.

## vs RECURRENT REPAINTING

- This is the least cost effective strategy for dealing with mold and mildew. Before each repainting, the surface must be properly prepped - killing existing mold, scrubbing dead mold off the substrate, priming the surface, and applying the new paint.
- Additionally, the method offers not protection from mold and the harmful spores that are released in between paintings.

## vs ALTERNATIVE PAINT ADDITIVES

- Most paint additives utilize a complex chemical compound that is EPA registered as toxic. These compounds can be effective in killing mold, but most rely on a oxidation reaction that takes place when mold comes into contact with the toxin. This oxidation mechanism is what makes the chemicals toxic not just to mold, but to all living organisms.
- Paint-Guard™ harnesses the power of ionic zinc oxide, a generally recognized as safe (GRAS) ingredient to inhibit mold and mildew growth without harsh chemicals.


## vs BLEACH TREATMENT

- Bleach is an effective method for killing mold, mildew, and other harmful microorganisms.
- If the substrate is left damp it can easily harbor new mold. Even if the substrate is properly dried, bleaching can only treat existing mold. It does nothing to help prevent future mold growth.
- Additionally, bleach is incredibly toxic to humans and animals.

## vs SURFACE SCRUBBING

- Surface scrubbing is a critical step in mold remediation efforts. All molded surfaces must be thoroughly cleaned before repainting in order to ensure adhesion of the new coating to the substrate.
- However, no matter how well a surface is scrubbed, mold spores will inevitably remain - lying dormant until conditions for growth return.

## FEATURES AT A GLANCE

 **LEARN MORE** about our innovative products and solutions; visit our website at: [btgproducts.com](http://btgproducts.com)

	PAINT-GUARD™	M1 Mildewcide	ADD-2 Mildewcide	MX-3 Mildewcide	Concrobium Mold Control	Bleach Treatment
ONLINE REVIEWS	4.9/5	3.8/5	3.0/5	4.1/5	3.8/5	N/A
DOES NOT IMPACT COATING	✓	✓	✓	✓	✓	
NON-FLAMMABLE	✓				✓	✓
VOC-FREE	✓			✓	✓	
ENVIRONMENTALLY FRIENDLY	✓					
MADE IN USA	✓	✓		✓		✓
MINIMUM RISK CLASSIFICATION	✓					
TOP SELLING SOLUTION ON AMAZON	✓					
LONG LASTING PROTECTION	✓					
PUBLISHED EFFECTIVENESS	✓					✓