

BEHR® ECOMIX™‡ - Flat

Premium Performance, Thoughtfully Made

No. E1000 ULTRA PURE WHITE®

- Zero VOC, Low Emissions°
- Certified Asthma & Allergy Friendly
- Plant-Based^ Paint & Primer◊
- Low Odor
- Excellent Hide
- Resists Dirt & Grime
- Lifetime Limited Warranty*

‡When compared to conventional premium acrylic interior paint and primers, this product replaces 22% of fossil-based content with renewable plant-based materials.

°This product, like most Zero VOC paints, emits very low amounts of VOCs. Most emissions occur during painting and for 48 hours after. Some continue for two weeks or longer.

^This product contains a minimum of 20% plant-based ingredients, verified by a third party lab.

◊A primer coat may be needed on some surfaces. See back label for details.

AAFA-certified to help reduce asthma and allergy triggers. Individual results may vary. Not a guarantee against reaction.

1 Hr Dry Time
2 Hr Recoat Time

250-400 Sq. Ft.
Coverage per Gallon

Soap & Water
Clean-Up

Protect
from Freezing

WHERE TO USE

Ideal for Family Rooms, Living Rooms, Dining Rooms, Bedrooms and Ceilings.

PREPARATION

All surfaces should be properly prepared and cleaned. Remove loose paint, wash off dirt and grease with detergent, rinse and allow to dry. Remove mildew stains with a mildew stain removing product. Scuff sand glossy surfaces and repair imperfections. Remove all dust with a damp cloth, allow to dry. Allow new stucco, plaster and masonry to cure for 30 days before painting.

PRIME

Use BEHR® ECOMIX™ Paint as a primer over properly prepared coated or uncoated surfaces. For stain-blocking, or over oil-based or glossy surfaces, use a product such as BEHR® KITCHEN, BATH & TRIM STAIN-BLOCKING PRIMER & SEALER No. 75. For optimal color development, better hide, and to reduce the number of topcoats with deep colors denoted with a dagger (†) on the color chip, apply a custom tinted primer coat of BEHR® ECOMIX™ Paint. Prime all metal surfaces before painting.

APPLICATION

Apply when air and surface temperatures are between 50 – 90°F (10 – 32°C). Stir paint occasionally. Intermix containers of same product to ensure color and sheen uniformity. Use a high quality 3/8 – 1/2" nap roller cover, nylon/polyester brush or airless sprayer (.015 – .019" spray tip, 60 mesh filter). Do not thin if using a roller or brush; however, if using a sprayer and thinning is required, thin with water at a rate of no more than 1/2 pint per gallon. Certain colors may require additional coats for complete hide. Darker colors may require additional dry time between coats. Cooler temperatures or higher humidity may prolong drying time. After 2 weeks, cured paint film may be cleaned with a mild, non-abrasive liquid detergent. Dry paint film is mildew resistant. **Do not use on floors.**

DISPOSAL

For disposal of empty containers, unused paint and soiled rags, contact your household refuse collection service.

For additional information, please refer to the Technical Data Sheet (TDS).

Visit behr.com for painting tips, expert project advice, and the perfect color coordination with the ColorSmart by BEHR® Tool.

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 log on to www.epa.gov/lead.

***LIFETIME LIMITED WARRANTY** Behr Process LLC warrants to you, the original residential consumer purchaser, the performance of this product as described on this label for so long as you reside in your home. THIS WARRANTY IS NOT VALID WHEN THE PRODUCT IS NOT PROPERLY APPLIED TO A PROPERLY PREPARED SURFACE OR CARED FOR IN ACCORDANCE WITH THE LABEL DIRECTIONS. This warranty is not transferable. If this product is found not to perform as specified on the label during the warranty period, Behr Process LLC will, at its option and upon presentation of proof-of-purchase (the original receipt), either furnish an equivalent amount of new product or refund the original purchase price of this product to you. **This warranty excludes (1) labor and costs of labor for the application or removal of any product, and (2) any incidental or consequential damages, whether based on breach of express or implied warranty, negligence, strict liability or any other legal theory.** Some states do not allow the exclusion or limitation of incidental or consequential damages, so the above limitation or exclusion may not apply to you. This warranty gives you specific legal rights and you may also have other rights, which vary from state to state. To obtain warranty service, call 1-800-854-0133. Behr Process LLC reserves the right to inspect any and all application of the product prior to processing your claim made under this warranty.

To consult with a Behr Paint Company Representative, call 1-800-854-0133.

This product can expose you to chemicals including ethylene oxide, which is known to the State of California to cause cancer and birth defects or other reproductive harm. For more information go to www.P65Warnings.ca.gov.

WARNING! CAUSES EYE AND SKIN IRRITATION. MAY CAUSE RESPIRATORY TRACT IRRITATION. Avoid contact with skin and eyes and avoid breathing vapors, spray mist and sanding dust. 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. Do not breathe dusts, vapor, or spray mist. 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. Avoid contact with eyes and skin. 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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VOC < 5 g/L • REV. 06/26