

# Liquitex®

## BIO-BASED HEAVY ACRYLIC

A range that reflects our effort to be more environmentally conscious, while still maintaining the ultimate product performance expected from Liquitex.

### WHAT DOES IT MEAN TO BE BIO-BASED?



Select formulation components derived from natural, renewable resources, instead of non-renewable resources like petroleum.

# PAINT WITHOUT COMPROMISE

Average of 50% bio-based formulation

100% recycled pot and recyclable packaging

Thick consistency

40 colors

Lightfast & archival

High pigment load

Compatible with other acrylics & mediums

Core fluid & gel acrylic mediums

### HEAVY ACRYLIC

40 carefully chosen colors in 2 sizes deliver a well-rounded palette, incorporating popular and versatile hues.



Two sets of 4 x 75ml / 2.5 US fl oz



75ml / 2.5 US fl oz



500ml / 16.9 US fl oz



### MEDIUMS

Core fluid & gel mediums:

Gloss Medium  
Matte Medium  
Gloss Gel  
Matte Gel



250ml / 8.5 US fl oz



500ml / 16.9 US fl oz

## BIO-BASED HEAVY ACRYLIC

156 LIGHT BISMUTH YELLOW PY184 • PW6 S1 ■ ☼	411 YELLOW LIGHT HANSA PY3 S1 □ ☼	889 CADMIUM-FREE YELLOW LIGHT S3 ■ ☼	412 YELLOW MEDIUM AZO PY74 S2 ■ ☼	890 CADMIUM-FREE YELLOW MEDIUM S3 ■ ☼	323 PYRROLE ORANGE P073 S4 ■ ☼	892 CADMIUM-FREE ORANGE S4 ■ ☼	893 CADMIUM-FREE RED LIGHT S5 ■ ☼
292 NAPHTHOL CRIMSON PR170 S2 ■ ☼	894 CADMIUM-FREE RED MEDIUM S5 ■ ☼	116 ALIZARIN CRIMSON HUE PERMANENT PR179 • PR202 S2 □ ☼	110 QUINACRIDONE CRIMSON PV19 S3 □ ☼	810 LIGHT PINK PR188 • P036 • PW6 S1 ■ ☼	500 MEDIUM MAGENTA PR122 • PW6 S1 ■ ☼	186 DIOXAZINE PURPLE PV23 RS S2 □ ☼	382 ULTRAMARINE BLUE red shade PB29 S1 □ ☼
320 PRUSSIAN BLUE HUE PB15:3 • PV23 • PBK7 S2 ■ ☼	316 PHTHALOCYANINE BLUE green shade PB15:3 S1 □ ☼	570 BRILLIANT BLUE PB15:3 • P67 • PW6 S1 ■ ☼	470 CERULEAN BLUE HUE PB29 • P67 • PW6 • PB15:3 S2 ■ ☼	770 LIGHT BLUE PERMANENT PB15:3 • P67 • PW6 S1 ■ ☼	660 BRIGHT AQUA GREEN P67 • PB15:3 • PW6 S1 ■ ☼	317 PHTHALOCYANINE GREEN blue shade P67 S1 □ ☼	450 EMERALD GREEN P67 • PY97 • PW6 S2 ■ ☼
224 HOOKER'S GREEN HUE PERMANENT PG7 • PY110 S1 ■ ☼	166 CHROMIUM OXIDE GREEN PG17 S2 ■ ☼	416 YELLOW OXIDE PY42 S1 ■ ☼	601 NAPLES YELLOW HUE PBr24 • PW6 S2 ■ ☼	330 RAW SIENNA PR101 • PBK11 • PY42 S1 ■ ☼	127 BURNT SIENNA PR101 • PBK11 S1 ■ ☼	128 BURNT UMBER PB7 S1 ■ ☼	331 RAW UMBER PB7 S1 ■ ☼
434 UNBLEACHED TITANIUM PW6 • PY42 • PR101 • PBK11 S1 ■ ☼	432 TITANIUM WHITE PW6 S1 ■ ☼	430 TRANSPARENT MIXING WHITE PW6 S1 □ ☼	310 PAYNE'S GRAY PB29 • PB11 • PV15 S1 ■ ☼	336 LAMP BLACK PBK7 S1 ■ ☼	276 MARS BLACK PBK11 S1 ■ ☼	236 IRIDESCENT BRIGHT SILVER S2 ■ ☼	234 IRIDESCENT BRIGHT GOLD S2 ■ ☼

### COLORS

# 40

### KEY TO CODING

#### SERIES

S1 Series 1   S4 Series 4  
S2 Series 2   S5 Series 5  
S3 Series 3

#### OPACITY RATING

■ Opaque  
◻ Semi-Opaque  
□ Transparent

#### ASTM LIGHTFASTNESS RATING

☼ Excellent  
☼ Very good  
☼ Not ASTM rated



## BIO-BASED HEAVY ACRYLIC

# FAQS

### WHAT DOES BIO-BASED MEAN?

“Bio-based” refers to products or materials that are derived from renewable, biological sources, as opposed to those derived from fossil fuels or other non-renewable resources.

Bio-based products are made from materials that are obtained from living (or once-living) organisms - common sources include crops like corn, soy, and sugarcane, as well as agricultural residues, algae, and waste materials from food processing.

Renewability is a key characteristic of bio-based materials - unlike fossil fuels (such as petroleum) which take millions of years to form and are depleting, bio-based materials come from resources that can be regrown or replenished relatively quickly through natural processes or farming practices.

### WHAT IS DIFFERENT IN THIS FORMULATION TO MAKE IT BIO-BASED?

Select formulation components are derived from natural, renewable resources, instead of non-renewable resources like petroleum. The acrylic resin which is traditionally 100% “plastic” and petrol-sourced, uses average 50% less petrochemical products. Compared to Liquitex Heavy Body Acrylics, the resin (which is significant percentage of the formulation), as well as every other ingredient that had a bio-based alternative, has been changed.

### WHAT ARE THE BENEFITS OF BEING BIO-BASED?

- Helps address climate change by offering renewable alternatives to petroleum-based products. Since bio-based materials are made from renewable resources, they don't deplete non-renewable resources like petroleum, which is commonly used in traditional paint production.
- Reduced carbon footprint, as renewable resources typically have a lower carbon footprint compared to those made from fossil fuels. The production process emits less carbon dioxide which reduces greenhouse gas emissions.
- By relying on a variety of agricultural products, the production of bio-based products can encourage the cultivation of diverse crops, which supports biodiversity\*.
- Bio-based products stimulate the agricultural sector and create new markets for farmers and bio-material producers. This can have positive economic impacts, particularly in rural areas.
- There is a growing consumer demand for eco-friendly and sustainable products.

Bio-based products perform as well as or better than many non-biobased alternatives.

\*Biodiversity is the variety of life on Earth, including plants, animals, bacteria, and humans. High biodiversity often indicates a healthy and resilient environment.

### WHY DID YOU DECIDE TO LAUNCH A NEW RANGE INSTEAD OF UPDATING LIQUITEX HEAVY BODY ACRYLICS FORMULATION?

While there is growing consumer demand for eco-friendly and sustainable products, the reality is that there will be a gradual adoption into artists' toolboxes as they become confident in the quality attributes it delivers. Therefore, to not jeopardize Heavy Body Acrylics, a sustainable alternative available in a shorter range was the best route forward.

### WHAT ARE THE DIFFERENCES BETWEEN LIQUITEX HEAVY BODY ACRYLICS?

Bio-Based Heavy Acrylics are not meant to be a like for like substitute for Heavy Body Acrylics. There are differences in sheen with some colors of Bio-Based Heavy Acrylics which are more matte, namely Ultramarine Blue, Burnt Umber and Chromium Oxide Green.

### WHY IS IT NOT 100% BIO-BASED?

Average of 50% biobased content is the highest percentage of “biobased” acrylic content in the market for acrylic paint that is lightfast, archival and does not sacrifice quality. Getting to 100% bio-based is not technically possible right now for an acrylic. Note that alkyd-based products can claim higher bio-based content as alkyds are a different chemistry, closer to oils in their composition, and there are more sustainable materials readily available for them.

### WHAT ARE YOU DOING TO INCREASE THE BIO-BASED CONTENT FURTHER?

We are continuously monitoring supplier developments while working to increase the bio-based content further without sacrificing high quality attributes.

CONTINUED



## BIO-BASED HEAVY ACRYLIC

# FAQS

### **WHAT IS THE BIO-BASED CONTENT OF LIQUITEX HEAVY BODY ACRYLICS?**

Select colors were tested via a C14 analysis which showed the percentage of bio-based content for Liquitex Heavy Body was between 1 – 3%, further highlighting the considerable impact of the new Liquitex Bio-Based Heavy Acrylics.

### **WHY DOES THE % OF BIO-BASED CONTENT VARY FROM PRODUCT TO PRODUCT?**

This is due to the specific chemical composition that each formulation requires. Pigments are different, and as with any paint range, the formulation differs per color and per medium. Therefore, some formulations yield higher bio-based content, while others yield lower.

### **HOW DID YOU MEASURE THE BIO-BASED PERCENTAGE?**

Every color and medium was measured through a C14 analysis from the ASTM D6866-16 American standard, which is a scientific way to verify the formulation composition. The percentage of bio-based content is calculated based on the ratio of C14 to the total carbon in the sample. This tells us what proportion of the material comes from recent biological sources (like plants) versus ancient biological sources (like petroleum). The tests for each sku will be available to consumers on the Liquitex website.

### **WHAT TYPE OF BIO-BASED MATERIALS ARE USED?**

This information is proprietary.

### **ARE YOU CONCERNED ABOUT CANNIBALIZATION OF THE CURRENT LIQUITEX PRODUCTS ON THE MARKET?**

We know there will be cannibalization of current Liquitex products; however, we believe there is opportunity to extend the Liquitex consumer base by speaking to green conscious consumers that use other brands. We also realize that as consumers gain confidence in the quality, there will be a gradual shift to Bio-Based Heavy Acrylics, aligning with the brand's efforts to be more environmentally conscious.

### **CAN THIS RANGE BE USED WITH OTHER ACRYLIC & MEDIUMS WHETHER FROM LIQUITEX OR OTHER BRANDS?**

Yes, from a chemical perspective, the product is an acrylic and therefore is compatible with other acrylics & mediums.

### **IS IT ANY LESS TOXIC TO THE ARTIST?**

No, this is still a chemical product. While it has a beneficial impact on the environment, there are no health benefits to the artist and no reduced toxicity claims that can be made.

### **IS THE SHELF LIFE AFFECTED BECAUSE IT'S ECO-FRIENDLY?**

No, there is no effect on shelf life. The shelf life is the same as other Liquitex products on the market today: 5 – 7 years provided the materials are stored properly at room temperature, kept tightly capped and kept free of contaminants.

### **ARE THERE ANIMAL INGREDIENTS USED IN THE RANGE?**

No, we intentionally developed the range to not have any components or pigments derived from animals. Because of this, Ivory Black is not part of the range while Lamp Black is being introduced.

### **LAMP BLACK IS A NEW COLOR IN THE LIQUITEX RANGE. WHAT ARE ITS QUALITIES?**

Lamp Black is a very deep, intense black color. It tends to have a slightly cooler, bluish undertone compared to other blacks like Ivory Black or Mars Black. It is highly opaque and has strong tinting strength.

### **THE WORD BIO-BASED MAY BE CONFUSED WITH BEING BIO-DEGRADABLE. IS THE PAINT BIO-DEGRADABLE?**

No, bio-degradable is something different. Once the paint is dried on the canvas, the paint will not bio-degrade.

CONTINUED



## BIO-BASED HEAVY ACRYLIC

# FAQS

### **WILL THE PAINT YELLOW OVER TIME?**

The products were tested vs. current professional acrylics on the market and behaved the same way. Clear paints like mediums can yellow after long exposure to extreme high temperatures (120 degrees Fahrenheit/50 degrees Celsius for 2-3 months) whether the dried paint film or in the pot. As with any acrylic, artwork should be stored under gallery conditions.

### **HOW DO YOU KNOW THE COLORS ARE LIGHTFAST & ARCHIVAL?**

We tested the colors in a Q-sun machine for 300 hours which is the equivalent of 100 years in gallery conditions. The machine puts the paint through very extreme conditions to understand how each item behaves. The lightfastness ratings were given for each color as a result of this testing. Note that Iridescent colors are not rated for lightfastness by ASTM and therefore do not have a lightfastness rating. However, we did measure the iridescent pigments and they are in fact lightfast, they are just not rated by ASTM.

### **WHY DID YOU DECIDE TO NAME IT BIO-BASED HEAVY ACRYLICS?**

Artists showed varied preferences in naming the range, with a focus on balancing product quality and environmental benefits in the branding. The SUSTAIN mark was seen to effectively communicate the sustainability benefit. Conveying the viscosity of the paint was of high importance, and adding Bio-Based clearly communicates what differentiates this range from other acrylics on the market.

### **IS THE TINTING STRENGTH OF BIO-BASED HEAVY ACRYLICS THE SAME AS HEAVY BODY ACRYLICS?**

Yes, a high pigment load was prioritized in development to ensure professional quality. Therefore, the tinting strength is comparable to Heavy Body Acrylics.

### **WHAT ARE THE PRIMARY COLORS?**

Phthalocyanine Blue (Green Shade), Quinacridone Crimson, Yellow Medium Azo. The three primary colors are transparent colors to have the cleanest and brightest color mixes.

### **WHY DID YOU DECIDE TO LAUNCH AS A PROFESSIONAL OFFERING, RATHER THAN STUDENT GRADE?**

Given the fact that artists prioritize quality over sustainability, it was critical to come to market with the highest quality offering to gain consumer confidence in a more sustainable paint. Only after confidence is established do we believe it's appropriate to deliver a student grade alternative.

### **WHY DID YOU DECIDE TO LAUNCH POTS INSTEAD OF TUBES?**

A pot's "end of life" is superior to a tube because it can be cleaned out once finished: It can be reused for custom color mixes, upcycled into something new, and can be recycled since all paint can be removed. A tube does not allow for removal of all paint and therefore can not be properly recycled.

### **WHAT DOES RPET MEAN?**

RPET stands for Recycled Polyethylene Terephthalate which is made by recycled PET plastics, such as water bottles and food containers. RPET is a more sustainable material compared to virgin PET because it reduces waste in landfills and the consumption of natural resources. RPET retains much of the strength and flexibility of the original PET.

### **WHY DID YOU DECIDE TO LAUNCH 2 SIZES FOR THE HEAVY ACRYLICS AND NOT MORE?**

We've carefully chosen two sizes: 75ml for those new to the range or using smaller quantities, and 500ml for higher usage. By skipping a mid-size option, we've simplified production, inventory, and distribution, and reduced shelf space – minimizing environmental impact. The full color range is available in 500ml to meet the needs of artists using more paint without the excess packaging and waste of multiple smaller 75ml pots.