



Greener and Safer Home Improvement Products

“Safer products for healthier living.” –CFL

Safecoat Primers & Paints

We're the best primer & paint choice for personal health especially for the chemically sensitive and we're proud to be one of the only doctor recommended paints on the market. You'll breathe easier knowing that our unique formulation helps block toxic emissions from seeping into your environment. Plus, our premium quality produces beautiful results. You don't have to give up style for health with our vast spectrum of contemporary and traditional colors. No animal testing ever.

REMEMBER every person is different and some might be more sensitive than others to any product.

We can offer tinting, please contact us for more information.

Call to place orders from this catalog.

Safecoat Transitional Primer is a premium quality, waterbased, flat finish universal primer specifically formulated to solve difficult application problems without the use of toxic and malodorous chemicals. Because it has an extremely tight and efficient polymer network, it is when properly applied particularly well suited for transitioning from existing oil based painted surfaces to waterbased coatings. It is when properly applied useful as a stain blocker for many of the knot holes, water soluble stains and oils, tannins and terpenes in wood which can “bleed through” to the surface upon the application of traditional waterbased primers. Like all Safecoat paints, it is the least toxic product of its type, and contains no naphtha or other aromatic solvents, and no formaldehyde, ethylene glycol, ammonia, acetone, heavy metals, crystalline silica or other carcinogenic or hazardous materials. Safecoat Transitional Primer is naturally low in odor, and unlike other paints contains no masking agents or fragrances to hide the smells of toxic chemicals.

SCS CERTIFIED - LEED QUALIFIED

Qt. \$19.90
Gal. \$ 85.90
5 Gal. \$288.90

Safecoat New Wallboard Primecoat HPV is a premium quality, fast curing, flat finish primer specially formulated to provide a superior prime coat over interior surfaces such as new gypsum wallboard and textured sheetrock. It equalizes the absorption rate of topcoat paints over a variety of surfaces with different porosities, and helps to eliminate decorating problems over textured sheetrock and tape joints on wallboard. Solves finishing problems such as “telegraphing” or “joint banding” by equalizing porosity and texture, filling voids left by today’s building materials, so that top coats cover more evenly.

SCS CERTIFIED - LEED QUALIFIED

Gal. \$48.90
5 Gal. \$282.90

AFM MetalCoat Acrylic Metal Primer is a thermoplastic acrylic emulsion primer fortified with rust inhibiting pigments. Designed for use on non-ferrous metal, iron, steel, aluminum, galvanized and masonry. It is not recommended for copper. Provides a tough, flexible film, producing outstanding corrosion resistance and excellent adhesion. May be used on interior or exterior, including marine atmospheres. Very low odor and low VOC, it is one of the least toxic metal primers available, formulated without the heavy metals and other hazardous ingredients commonly used.

SCS CERTIFIED - LEED QUALIFIED

Qt. \$19.90
Gal. \$ 58.90
5 Gal. \$ 288.90

Safecoat Flat Zero VOC is a premium quality, fast curing paint designed for areas in which the health of the occupants is a concern: schools, hospitals, homes, offices - anywhere people want to reduce their exposure to toxic chemicals. Safecoat paints have almost no odor during application and are odor free once cured. They contain no formaldehyde, ammonia, crystalline silica, or ethylene glycol. Provides a soft sheen for areas not generally exposed to high traffic. Tintable to thousands of colors with zero VOC colorants.

SCS CERTIFIED - LEED QUALIFIED

Flat Paint Pure White (Pastel Base) Zero VOC
Flat Tint Base - Zero VOC
Flat Deep Base -Zero VOC
Flat Accent Base - Zero VOC
Qt. \$17.90
Gal. \$53.90
5 Gal. \$263.90

Safecoat Pearl Zero VOC is a premium quality, fast curing paint designed for interior surfaces where a soft sheen and superior film formation are needed. Tintable to thousands of colors with zero VOC colorants.

SCS CERTIFIED - LEED QUALIFIED

Pearl Enamel Pure White (Pastel Base) Zero VOC

Pearl Enamel Tint Base Zero VOC

Pearl Enamel Deep Base - Zero VOC

Pearl Enamel Accent Base - Zero VOC

Qt. \$19.90

Gal. \$58.90

5 Gal. \$288.90

Zero VOC Eggshell

Eggshell sheen adds more durability. Tintable to thousands of colors with zero VOC colorants.

SCS CERTIFIED - LEED QUALIFIED

Eggshell Enamel Pure White (Pastel Base) - Zero VOC

Eggshell Enamel Tint Base - Zero VOC

Eggshell Enamel Deep Base - Zero VOC

Eggshell Enamel Accent Base - Zero VOC

Qt. \$19.90

Gal. \$58.90

5 Gal. \$288.90

Zero VOC Semi-Gloss Excellent for frequently cleaned walls. Tintable to thousands of colors with zero VOC colorants.

SCS CERTIFIED - LEED QUALIFIED

SemiGloss Pure White (Pastel Base) - Zero VOC

SemiGloss Enamel Tint Base - Zero VOC

SemiGloss Enamel Deep Base - Zero VOC

SemiGloss Enamel Accent Base - Zero VOC

Qt. \$19.90

Gal. \$59.90

5 Gal. \$293.90

Safecoat All Purpose Exterior Satin is a sophisticated, premium quality, paint designed for a variety of exterior surfaces where a durable, weather resistant finish and superior film formation properties are needed. It is well suited for buildings in which the health of occupants is a concern: schools, hospitals, homes, offices - anywhere people want to reduce their exposure to toxic chemicals. It is blister and fade resistant, has excellent hide, extremely low voc for sustainability and pollution reduction, and cleans up easily with soap and water. Tintable to thousands of colors with zero VOC colorants.

SCS CERTIFIED - LEED QUALIFIED

All Purpose Exterior Satin Pastel Base

All Purpose Exterior Satin Tint Base
All Purpose Exterior Satin Deep Base
All Purpose Exterior Satin Accent/Masstone Base
Qt. \$19.90
Gal. \$59.90
5 Gal. \$293.90

Safecoat DeckKote Concrete Floor Paint is a unique waterborne semi-gloss coating for use on dimensionally stable decks including concrete, magnesite, walkways, breezeways and patios. Safecoat DeckKote Concrete Floor Paint dries to a hard, tough coating yet contains no offensive solvents, fumes or odors. It dries quickly, cleans up with water and provides a tough monolithic film for lasting protection on properly prepared surfaces. Standard in white, colors available on special order.

SCS CERTIFIED - LEED QUALIFIED

Qt. \$20.90
Gal. \$61.90

Safecoat AFM Naturals

Safecoat Naturals products are organic, plant-based finishes that protect and beautify your environment safely, naturally and sustainably. Entirely sourced from natural earth based plant and mineral components, Safecoat Naturals products are the first truly practical architectural coatings incorporating plant-based chemistry. Like the bark on a tree, they create a breathable layer inspired by Mother Nature herself - fully biodegradable, emitting no toxins and containing no harmful solvents, preservatives, dryers or other irritants that can contribute to poor indoor air quality or endanger your health.

Safecoat Naturals Performance Primer provides a superior prime coat indoors or outdoors on previously painted walls, ceilings, wood and wood trim, fully cured plaster (below 10 pH), stucco and masonry.

Qt. \$16.90
Gal. \$49.90
5 Gal. \$243.90

Safecoat Naturals Flat finish interior color solution provides a superior, durable flat finish for non-contact surfaces such as new or existing, properly primed interior walls and ceilings, properly cured and primed plaster (below 10 pH), masonry, woodwork and primed metal. It is fully tintable in bases with zero voc colorants available at most Safecoat dealers.

Naturals Flat Paint Pure White (Pastel Base)
Naturals Flat Paint Tint Base
Naturals Flat Paint Deep Base

Naturals Flat Paint Accent Base

Qt. \$16.90
Gal. \$54.90
5 G. \$268.90

Safecoat Naturals Pearl finish interior color solution provides a superior, durable low-gloss finish for non-contact surfaces such as new or existing, properly primed interior walls and ceilings, properly cured and primed plaster (below 10 pH), masonry, woodwork and primed metal. It is fully tintable in bases with zero VOC colorants available at most Safecoat dealers.

Naturals Pearl Enamel Pure White (Pastel Base)

Naturals Pearl Enamel Tint Base

Naturals Pearl Enamel Accent

Qt. \$18.90
Gal. \$54.90
5 G. \$268.90

AFM Naturals Clear Penetrating Oil is an organic plant-based premium penetrating oil for new and old unfinished woods. Excellent on wood fencing, timberwork, furniture, decking, paneling and trim, it rejuvenates, weatherproofs and enhances the innate beauty of wood surfaces. Reduces peeling, blistering, cracking and improves dimensional stability.

Naturals Clear Penetrating Oil

Qt. \$31.90
Gal. \$81.90
5 Gal. \$399.90

AFM Naturals Oil Wax Finish is an organic plant-based premium hardener and sealer for unfinished woods. It is an ideal choice for all ready to finish wood, bamboo and other interior wooden surfaces including children's furniture and toys. It contains a sophisticated combination of natural resins and waxes that together create a durable, water repellent, water-mark resistant finish and sealer, enhancing and maintaining wood beauty and breathability.

Naturals Oil Wax Finish

Qt. \$33.90
Gal. \$84.90
5 G. \$414.90

AFM Naturals Thinner (diluent/reducer) is specially formulated to be used as a diluent and reducer for all AFM Naturals^a plant-based oil products, as necessary for the particular application. It is designed to reduce the solids content of the primary coating to promote penetration and leveling. It is also a very suitable clean-up medium for oil-coated tools.

Qt. \$16.90
Gal. \$47.90

Safecoat EcoLacq

Safecoat® EcoLacq is a pigmented, hard and durable high gloss, water-based replacement for high solvent content lacquer. Its very low odor and VOC content has allowed it to be used even in the homes of the chemically sensitive. Safecoat® EcoLacq seals in outgassing from the substrate, and has superior resistance to stains, marring, and fingerprint marks. It is ideal for cabinets, furniture and woodwork.

EcoLacq Gloss Pastel Base- Tintable lacquer finish for cabinets and furniture

EcoLacq Gloss Deep Base- Use for tinting to deeper colors

EcoLacq Matte Pastel Base- Tintable lacquer finish for cabinets and furniture

EcoLacq Matte Deep Base- Use for tinting to deeper colors

Qt. \$31.90

Gal. \$78.90

Safecoat Hard Clear Finishes

This collection provides the perfect finishing touch for surfaces that include wooden floors, cabinetry, doors, paneling, furniture, display fixtures, and vinyl and other plastic surfaces. These hard, durable, clear coatings feature excellent resistance to stains and marring, while they offer a healthy alternative to solvents, toxins and harsh odors in conventional lacquers and polyurethane finishes. These unique finishing products safeguard your health while they ensure beautiful, long-lasting surfaces for your home. Available in gloss, satin and matte finishes.

Safecoat Acrylacq is a clear, high gloss, water based replacement for high solvent content lacquer. It is hard and durable with superior resistance to stains, marring and fingerprint marks. Also available in satin.

SCS CERTIFIED - LEED QUALIFIED

Acrylacq 5 Gal. \$394.90

Acrylacq Matte

Qt. \$31.90

Gal. \$83.90

5 G. \$404.90

Polyureseal BP The highest quality water-based clear gloss finish available today. Its exceptional durability and abrasion resistance, coupled with high solids, very low odor, and very low VOC, make it the clear alternative to conventional solvent and water- based polyurethanes. Also available in satin.

SCS CERTIFIED - LEED QUALIFIED

Polyureseal BP Gloss 5 Gal. \$474.90

PolyuresealBP Matte Finish

Qt. \$36.90

Gal. \$98.90
5 G. \$484.90

Safecoat AcriGlaze is a special mixing medium and finish suitable for use even in the display, art and show fields. It is mildew resistant, odorless and dries clear. Ideal for restoring old finishes to their original brilliance, sealing and preserving painted work, faux finishing and as an adhesive for papier mache. Dries clear.

SCS CERTIFIED - LEED QUALIFIED

AcriGlaze Gloss Qt. \$15.90
AcriGlaze Gloss Gal. \$ 48.90
AcriGlazeMatte Qt. \$17.90
AcriGlaze Matte Gal. \$52 .90

Safecoat Stains & Sealers

Using natural mineral pigments instead of dyes and no formaldehyde or other toxic ingredients, our extensive collection of stains and sealers gives you unprecedented versatility for coating a wide variety of surfaces with a strong, durable finish that has no offensive solvents, fumes or odors. Our stains offer superior coloration for any interior and exterior wooden surfaces. Our unique sealers offer superior protection and seal in harmful toxins on surfaces that include wood, concrete, natural stone, stucco and tile grout.

DuroStain

This premium quality, fast-curing flat finish, semi-transparent stain is ideal for interior and exterior wood surfaces. It promotes penetration of porous surfaces and has high adhesion for superior protection as a decorative colorant. It has excellent pigmentation stability and is a durable stain. It contains no aniline dyestuffs, no gilsonite or asphalt, no aromatic solvents and no formaldehyde. Use on: all wood surfaces.

SCS CERTIFIED - LEED QUALIFIED

DuroStain Clear Base Qt. \$13.90
DuroStain Clear Base Gal \$42.90

Durostain in Oak, Walnut, Birch, Maple, Cedar
Qt. \$16.90
Gal. \$48.90

Durostain in Redwood
Qt. \$16.90
Gal. \$49.90

Durostain in Mahogany
Qt. \$23.90
Gal. \$69.90

SAFECOAT DUROTONE WOOD STAINS- COMING SOON

DuroTone- Clear Base

Pt. \$12.90

Gal. \$36.90

DuroTone- Warm Cherry

Pt. \$13.90

Gal. \$45.90

DuroTone- Pecan

Pt. \$13.90

Gal. \$45.90

DuroTone- Nutmeg

Pt. \$13.90

Gal. \$45.90

DuroTone- Honey Maple

Pt. \$13.90

Gal. \$45.90

DuroTone- Cognac

Pt. \$15.90

Gal. \$51.90

DuroTone- Red Mahogany

Pt. \$15.90

Gal. \$51.90

DuroTone- Walnut

Pt. \$15.90

Gal. \$51.90

DuroTone- Warm Oak

Pt. \$15.90

Gal. \$51.90

DuroTone- White Pickle

Pt. \$15.90

Gal. \$51.90

DuroTone- Golden Oak

Pt. \$17.90

Gal. \$59.90

DuroTone- Jacobean

Pt. \$19.90

Gal. \$69.90

Safecoat Safe Seal is a multi-use, waterbased, low gloss sealer for highly porous surfaces such as particle board, plywood, processed wood and porous concrete. Used primarily to reduce toxic outgassing: in particular, it is highly effective at sealing in formaldehyde outgassing from processed wood such as plywood, particle board and pressed wood. Safecoat Safe Seal is virtually odorless on application and odorless once cured.

SCS CERTIFIED - LEED QUALIFIED

Qt. \$21.90

Gal. \$53.90

5 Gal. \$259.90

Safecoat Hard Seal is a multi-use, clear gloss sealer especially formulated to provide mar resistance to both low and high porosity surfaces. Because it forms a continuous membrane when applied properly it is particularly effective at sealing in any pollution or toxic chemical compounds outgassing from the surface to which it is applied.

Qt. \$21.90

Gal. \$53.90

5 Gal. \$259.90

Safecoat MexeSeal is a low odor, waterbased, medium gloss clear sealer. It is suitable for use on porous interior tile or masonry surfaces where oil and water repellency are desired. It is ideal for long term protection against food, oil and water stains on residential or commercial floors. Safecoat MexeSeal is non-hazardous and non-flammable - a total replacement for high solvent content systems.

SCS CERTIFIED - LEED QUALIFIED

Gal. \$56.90

5 Gal. \$274.90

Safecoat Penetrating WaterStop improves water resistance and repellency in a wide variety of surfaces, including brick walls, concrete foundations, stucco, stone and most unglazed tile. Because Safecoat Penetrating WaterStop low odor and not toxic, it is ideal for use indoors instead of a typical high solvent content sealer; yet, it is durable enough for use outdoors. It is particularly useful as a periodic maintenance coat for surfaces originally treated with Safecoat WaterShield.

Gal. \$40.90

5 Gal. \$194.90

Safecoat WaterShield is a clear, versatile, controlled penetration water repelling sealer which provides an invisible barrier against water and resists oils, grease and similar liquids. It is fast drying, has excellent adhesion, and is easy to apply. In addition to sealing and providing a protective barrier against water migration, it helps to harden, dust proof and control efflorescence in masonry surfaces. It is not toxic, non-flammable, lead free, formaldehyde free, and does not contain surface contaminating silicones, making it a desirable coating for interior or exterior use. May be used on painted surfaces and may be painted over when dry. Dries clear and does not discolor.

Gal. \$48.90
5 Gal. \$234.90

Safecoat Grout Sealer is a clear, moisture resistant sealer for porous tile grout and other cementitious surfaces. It actually reacts with and becomes a part of the grout, increasing water resistance and minimizing the penetration of liquids, helping to prevent staining and giving a wearable, washable surface. Like all Safecoat products, it is as safe and not toxic as possible, formaldehyde free and virtually odorless, giving off no offensive chemical fumes. Dries clear without discoloration.

Qt. \$16.90

SafeChoice Cleaners & Carpet Care

Because household cleaners and carpets can be two substantial sources of toxins that cause indoor air pollution and health concerns, we have created our unique SafeChoice® line of healthy alternatives. These include a concentrated all-purpose cleaner and degreaser, a powerful bath and bowl cleaner, a sealer for areas prone to mold and mildew, and the three-part SafeChoice® carpet shampoo, sealer and lock out system to clean, seal and repel dirt and stains, while sealing in harmful toxins typically found in carpets. To protect against harsh or dangerous chemicals found in homes and buildings, SafeChoice® is the highest quality solution available.

SafeChoice Super Clean is a highly concentrated, all-purpose cleaner/degreaser. It is not toxic, odor free, dye free and biodegradable. It contains no phosphates, alkalines, acids, ammonia, butyl ethers, chlorine bleach, nor any chemical scents used to mask the odors caused by such harsh compounds. It will not irritate sensitive skin, nor does it give off noxious fumes. Yet it is strong enough for industrial strength cleaning chores.

Qt. \$10.90
Gal. \$22.90
5 Gal. \$109.90

SafeChoice X-158 is a premium quality, clear coating for prophylactic use on surfaces where mold and mildew might appear. It is not a cleaning agent, but a clear defensive sealer designed to encapsulate surfaces which would typically be subject to mold and mildew attack. Because it is not toxic and low odor (odor free

when dry), it is ideal for use in unventilated, confined areas such as shower stalls, bathrooms and saunas. Yet it is durable enough for use on roofs, air filtration systems and spa decks. It may also be used on countertops, walls, floors and ceilings. SafeChoice X-158 coating applies quickly and simply. One application lasts between 30 and 180 days, depending on the severity of the conditions.

Gal. \$24.90

SafeChoice Carpet Shampoo is an odorless, dye free rug and carpet shampoo. It is both a strong cleaner and odor remover yet safe even for the chemically sensitive. It contains no harmful chemicals like ammonia, butyl ethers, alcohols, phosphates, caustics or acids. It is not toxic, non-corrosive, non-flammable and biodegradable. It does not irritate hands or skin.

Qt. \$15.90

Gal. \$26.90

SafeChoice Carpet Seal (formerly SafeChoice Carpet Guard) is a unique sealer designed to prevent the outgassing of harmful chemicals used in carpet backing. These chemicals include such known carcinogens as formaldehyde, toluene, benzene, xylene and styrene. Carpet Seal is odor-free and, when properly applied, effectively blocks outgassing for up to five cleanings or one year.

Gal. \$32.90

SafeChoice Lock Out is designed to perform two functions: first, to seal in the outgassing of harmful chemicals found in carpet fibers, and second to help repel dirt and stains.

Gal. \$26.90

Other Safecoat Products

We offer the most comprehensive collection of high quality, high-performance solutions available to preserve your health and protect your home or building from harsh or dangerous toxins and chemicals. Our diverse products include all-weather sealers specially formulated for roofs and decks, high-moisture areas, driveways and asphalt; not toxic carpet and tile adhesive; caulking compound to use throughout your home or building; and even a not toxic, non-irritating, biodegradable head and body shampoo that is ideal for children, or anyone with chemical sensitivities.

Safecoat Almighty Adhesive is a solvent-free, environmentally safe, non-toxic, high-performance construction adhesive for use in a wide variety of applications. It does not off-gas and has almost no odor, so is safe for use in enclosed or poorly ventilated spaces. It exceeds all VOC and environmental regulations. Almighty Adhesive provides 500 PSI shear strength, more than enough grip for most applications

Case/12 10.1 oz. \$84.90

Safecoat 3 in 1 Adhesive is a low odor, not toxic, water-based adhesive designed for hard composition wall and floor tiles and carpeting.

Qt. \$26.90

Gal. \$68.90

Safecoat Caulking Compound is a not-toxic, elastic emulsion type caulking compound designed to replace oil caulk and putty for windows, cracks and general maintenance work. It will not dry out or crack and does not release any solvents or obnoxious odors. Safecoat Caulking Compound provides a water resistant, flexible, easy to install, non sag sealant with excellent initial and permanent adhesion. As a ready-to-use, pigmented elastomer, Safecoat Caulking Compound has thixotropic properties which enable the application to be made with ease with no stringiness and yet maintains flexibility and toughness with rapid drying characteristics. It may be applied to a variety of substrates and has high durability. Resin rich formula affords maximum bond strength.

Case/12 10.1 oz. \$96.90

Safecoat DynoSeal is a sophisticated, low odor, all weather, waterproof, vapor proof coating and sealer that remains flexible for years. It is highly resistant to flame spread and temperature change, and when cured is also highly resistant to gasoline, oil, grease, fungi, acids and alkalines. It has very low odor upon application and is odor free once cured.

Gal. \$74.90

5 Gal. \$364.90

Safecoat DynoFlex is a unique, water based, low odor elastomeric sealer that comes in a paste-like compound for sealing seams, joints and cracks in new and old heating and air conditioning ducts, and for repairing metal roofs and asphalt shingles. Also comes in a sprayable form that can be used over Safecoat DynoSeal as a topcoat for roofs and decks.

Gal. \$62.90

5 Gal. \$304.90

Safecoat DynoFlex Roof Guard is a unique, water based, low odor roof coating suitable for properly primed roofs. It is mildew and water resistant and resists weather elements. DynoFlex Roof Guard has excellent bridging qualities and can be used to patch, seal and bridge hairline cracks. Excellent elongation and waterproofing qualities when applied at proper film thickness.

Gal. \$62.90

5 Gal. \$304.90

DynoSeal Driveway/Asphalt Sealer is a low odor elastomeric sealer and topcoating for asphalt surfaces. It helps to reduce the offgassing and offensive smells generated by new asphalt, while preserving and renewing existing asphalt surfaces.

Gal. \$49.90
5 Gal. \$239.90

SafeChoice Shampoo and Body Wash is a unique, odorless, fragrance and dye-free head and body shampoo. It is non-irritating and leaves no residue. Excellent for children and as a bubble bath. Works as a dishwashing soap and as a pre-treat for oil stains.

16 oz \$13.90
Gal. \$44.90



DeckKote Concrete/Floor Paint, Zero VOC Pearl, Naturals Pearl Lustre Paint, Naturals Flat Paint, Naturals Primer



MetalCoat Metal Primer, DuroStain, MexeSeal, Acrylacq, Polyureseal BP, AcriGlaze, Naturals Clear Penetrating Oil, Naturals Oil Wax Finish, Naturals Thinner

Online retail store of the National Toxic Encephalopathy Foundation.

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