

# The Epoch Times

## Fine Art Products for the Home

Home design show features exciting new artists

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SAFE PAINT: Pennsylvania contractor Luke Hoffman, (left) stops to inquire about Mythic paint with Bob Jessop, Mythic paint [trade show](#) coordinator. (Lori Harel/The Epoch Times)

Mythic paint was introduced in November 2007 by a six-year-old company that originated as a college-funded paint research project at the Hattiesburg campus of Mississippi State [University](#).

Mythic™ paint is a non-toxic, ultra low odor paint that provides the durability and coverage of premium paint without the off-gassing volatile organic compounds (VOC's) and cancer-causing toxins that emit years after drying.

"There are no solvents or petrochemicals in this paint—the paint label has no warning on it" said Bob Jessop, trade show coordinator for Mythic, "We are the only paint company that is offering a totally non-toxic ZERO VOC paint that is in a full range of colors—1232 standard palette colors to be exact."

"There are companies that have low VOC or Zero VOC but still have toxic and solvent issues. The only thing that is exempt is water; everything else that is in paint has to evaporate into the air and is considered pollutant. We have zero pollutants, which means no solvents. It is non-toxic which means it is 100 percent safe; there is nothing that is going to affect you."

Luke Hoffman, a contractor from Pennsylvania who stopped at the Mythic booth, knew all about the affects of VOC's toxins. Even though he always wore a VOC mask while on the job he was poisoned by paint toxins and went through two years of therapy to heal.

"Toxins grab a hold of your fat cells and once your body is full of them, they have no place to go but to your brain ... I didn't know my name, that's how bad it was," said Hoffman.

"Three research professors and one guy from our company that created the resin, a polymer that doesn't require solvents to come together and create a film. Because there are no solvents in Mythic, the paint is extremely strong and dries to a final film," said Jessop.