

### New Paint Offers 'Extras' ...



#### Mythic launches paint and primer in one

Mythic paint, the company renowned for its high-performance, zero-VOC, non-toxic, low-odor paint, is launching a paint and primer in one, called Mythic Black Label.

Offered in its 1,232-color palette and able to match competitors' colors, Mythic Black Label is a completely new, ultra-premium product that delivers paint and primer without compromise. The new product, which is available in matte, satin and semi-gloss finishes, contains New Color Capture Technology™ (CCT) to provide cleaner and richer colors with exceptional color retention.

CCT is a unique process from Mythic that goes even further to deliver color uniformity and keep it locked in the paint. The paint has superior moisture resistance and adhesion which, combined with mildew resistance, makes it the perfect choice for kitchens and bathrooms that need to combat greater moisture than other rooms. The availability of Mythic Black Label in semi-gloss, satin and matte expands the sheens offered by Mythic paint to provide customers with more variety in choosing their desired finish.

"Mythic Black Label is the ultra-premium line that incorporates the latest durability and color enhancing technology for a superior finish with fewer

steps," said Rocky Prior, president of Southern Diversified Products, noting that the product is ideally suited for luxury interior designers—and homes—that require top-of-the-line quality.

"With a built-in primer and our proprietary CCT, this product is ideal for luxury interior designers and homes that simply require the best-quality paint available."

The Mythic Black Label is available in both quarts and gallons. As with all Mythic paint products, it is a completely non-toxic paint that maintains zero VOC content, even when tinted to any color (utilizing Mythic's colorants). Additionally, all Mythic paint lines carry a performance guarantee.

Mythic, manufactured by Southern Diversified Products, was developed in cooperation with the University of Southern Mississippi. The paint is available in virtually any color and sheen for interior and exterior use.



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