



WOOD FINISHES DIRECT

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For purchasing information visit:
[Earthborn Eco Chic Paint](#)

All you need to know about... Eco Chic

An eco friendly paint ideal for upcycling furniture and smaller paint projects. With a deliciously creamy consistency, Eco Chic goes on like a dream and covers exceptionally well. Its quick-drying clay formulation is water-based with no nasty smells or emissions, so it cares for your furniture (and walls) too.

Why choose Eco Chic?

- **Exceptional coverage** – Dries to a luxurious matt finish
- **Easy to use** – No primer needed, apply directly to furniture (we recommend some surface preparation)
- **Versatile** – Finish with Earthborn Furniture Wax for protection
- **Trace VOCs** – Virtually no nasties, so it's kinder to you, your home and the planet

Where to use it

Earthborn Eco Chic is perfect for:

- Previously painted or unpainted wooden furniture
- Can also be used on interior walls for smaller decorative projects requiring a low-odour, eco friendly, durable finish

Before you start

For best results, ensure all surfaces are clean, dry and free from dust, grease or wax. Previously painted furniture should be lightly sanded to provide a key. No primer is needed on previously painted surfaces. For untreated wood, prime with Eco Chic thinned with 10-20% water. Do not apply at temperatures below 8°C.

What's inside?

Eco Chic contains Water, fillers (various clays, chalk, kaolin), binder (based on plant-derived acetic acid and ethylene), thickener (methylcellulose), pigments (some colours contain titanium dioxide), and <0.1% synthetic preservative* (isothiazolinone mixture).



Key Facts

Coverage:

Approximately 10 m² per litre (dependent on substrate absorbency and application technique)

Drying time:

6–12 hours between coats; fully cured in ~10 days²

Colours:

Available in our classic colour range, including TiO₂-free and TiO₂/Colourant-free options

Sheen:

~ 2%

Finish:

Ultra flat matt finish

Pack Size

750 ml

Scrub resistance:

Class 3, can be sealed with Earthborn Furniture Wax for extra durability

Thinner:

Water (10-20%)

Tools:

Brush or roller

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TiO₂ and Colourant Free colours: Marbles, Humpty Dumpty, Freckle

TiO₂ Free colours: Trilby, Hidey-Hole, Muddy Boots, Rocky Horse, Can-Can, Lady Bug, Trumpet, Toy Soldier, Bobble Hat, Cricket, Hobby Wood, Hobgoblin, Grassy, Delilah, Flower Pot, Three Bears, Balloon Ride, Riverbank, Oliver Twig

About the Binder:

The binder in Eco Chic is stable, durable, and contributes to a low-emission coating. It is based on renewable plant-derived acetic acid combined with a technically produced ethylene component. This creates a long-lasting paint film while helping the coating remain open-pored and breathable, so moisture can continue to diffuse through the surface rather than being trapped.

Caring for your paintwork

We recommend finishing with a protective coating of Earthborn Furniture Wax for added durability.

To keep your paint looking its best, clean surfaces gently with a soft cloth or sponge and water. Avoid abrasive cloths or harsh detergents, as these can leave visible marks or damage the finish.

Storage and disposal

- Store the paint in a cool, frost free place with the lid tightly closed
- Don't pour unused paint down the drain or into watercourses. Let it dry out and follow local disposal rules
- Recycle empty tins where possible
- Find out how to clean brushes & rollers [here](#)

A few important notes:

- Surface marks may be removed using a pencil eraser or very fine emery paper (test on a small area first)
- Can be finished with Furniture Wax for extra durability. Please note this may deepen the original colour
- Always test the product on the intended surface to ensure suitability

How to apply

- Stir thoroughly before use
- Apply with a brush or roller
- Allow 6–12 hours between coats depending on room temperature and humidity. To create decorative effects, apply a contrasting base coat followed by the chosen topcoat colour. Sand back areas to reveal the base colour
- Fully cured after approximately 10 days
- Finish with a protective coating of Earthborn Furniture Wax for added durability

Safety first

Synthetic preservative contains 1,2-benzisothiazol-3(2H)-one and a reaction mass of 5-chloro-2-methyl-1,2-thiazol-3(2H)-one and 2-methyl-1,2-thiazol-3(2H)-one (3:1). May produce an allergic reaction. IF IN EYES: rinse cautiously with water for several minutes. Remove contact lenses if present and easy to do so. Continue rinsing. IF ON SKIN: wash with plenty of soap and water. Wear a suitable face mask/protective equipment if dry sanding or using spray equipment. Always keep the product out of reach of children.

Please refer to the Material Safety Data Sheet for full details.

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Vegan declaration

At Earthborn we are committed to providing paints that are better for our homes, our health and our planet.

To that end, we always try to be as open and honest as possible to our customers. Eco Chic and the raw materials are not tested on animals.

Toy Safety Standard

Tested to Toy Safety Standard EN 71-3:2019 +A1:2021, providing reassurance for use on items that children may handle.

EU Ecolabel

EU Ecolabel: Licence No. DE/044/054

The EU Ecolabel is a label of environmental excellence that is awarded to products and services meeting high environmental standards throughout their life-cycle: from raw material extraction, to production, distribution and disposal.



Breathability and VOC's

Moisture Vapour Transmission Rate (MVTR):

1115 g/m² per 24 hours

Water Vapour Resistance (Sd-Value):

0.02m

Vapour Permeability Class:

Class 1 (Highly vapour permeable)

VOC Content:

Less than 0.1% (trace only) < 0.5g/l

Need more help?

We're always happy to offer friendly advice. If you're unsure which primers or paints you need, or you're working on a listed or sensitive building, get in touch with our team enquiries@earthbornpaints.co.uk / 01928 734 171 or visit earthbornpaints.co.uk.

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