



New Feature!
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Green Insider

Painting the Town



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Green! As we finish our spring cleaning, or “greening” for most of us, may be anxious to embark upon final home improvement projects and seasonal redesigns to make way for the relaxing summer months.

One of the easiest and eco-friendly ways to make this happen is with a fresh coat of low- or no- VOC (Volatile Organic Compound) paint. Not only can paint easily change the mood of a room or give life to an old piece of furniture (ultimately keeping it out of a landfill!), but using toxin-free paint ensures that you and your family are positively contributing to your overall health and improving the quality of our air.

According to the Environmental Protection Agency (EPA), indoor air quality is three times more polluted than our outdoor environment and paint is one of the largest contributors to this statistic. The VOCs found in traditional paints are responsible for off gassing, which can lead to short and long-term health effects, like nausea, headaches and even cancer.

The “new paint smell” is an indication of off gassing, but did you know that even after the odor fades away VOCs can continue to be emitted for up to six years? Luckily, there are many alternatives to these toxic paints that keep emissions to a minimum while still getting the job done.

The paint industry has made great strides to reduce toxic paint additives and we are now seeing “no-VOC” labels in place of “low-VOC.” Mythic Paint (www.mythicpaint.com) offers a no-VOC paint for both indoor and outdoor applications that works just as efficiently as its traditional toxic paint counterpart, while Home Depot has developed FreshAire (www.freshairechoice.com), a no-VOC paint that comes in a myriad of colors thanks to an industry-leading no-VOC color delivery system.

These options are cost competitive to traditional paints, yet do not emit an odor or harmful emissions. To make your painting experience fully green, Earth Plastic (www.earthplastic.com) offers 100 percent biodegradable paint trays and accessories made from recycled materials. Non-toxic paint is an easy, economic, and environmentally friendly way to create a fresh new environment for a relaxing and breathe-easy summer. **IN**