



THE PRIMER

Brainchild of Oregon artist Gretchen Schaufler who wanted to bring vibrancy to the "colour-challenged winters of the Pacific Northwest," the line features 124 well-edited colours divided among 11 palettes, with names like Cool Grasses & Evergreens and Ocean Tide Pools.



SALES SHTICK

The Devine Color Mini Paint Pouch (\$4.99) contains enough paint to cover approximately half a metre square. The plastic pouch and cardboard folder it comes in are recyclable.

**Devine Color®
as seen in
Canada's
MACLEAN'S
magazine**

