



Devine Concealer™ Primer



Product Description

Ensure your wall color is lush and smooth with Devine Concealer™ primer. The perfect sealer to use before you add your own Devine® color, Devine Concealer helps cover difficult stains, seals porous surfaces and promote adhesion without sanding. Fast drying and tintable, Devine Concealer is also low odor and low VOC.

Features

- Adheres to Glossy Surfaces Without Sanding
- Blocks Stains
- Fast Drying
- Low Odor, Low VOC

Recommended Uses

- Wood
- Plaster
- Drywall
- Patching Compound
- Tape Joints
- Masonry
- Brick
- Plywood
- Ceiling Tiles

Colors and Base Information

	oz./gal.
Tintable White	128

Tinting: To assist in dramatic wall color changes, tint with up to 2 oz. per gallon of Universal Tinting Colorants to a shade similar to desired topcoat.

Shipping and Packaging

Freight Classification: Paint or Paint Related Material. Protect from freezing.

Packaging: Gallon – 4 per carton

Typical Properties (13550 Tintable White)

Vehicle Type: Acrylic Resin

Sheen: 5–15 Units @ 60° angle

Solids by Volume: 38%

Solids by Weight: 52%

Weight per Gallon: 10.7 lbs./gal.

VOC: Less than 50 g/L

Viscosity: 100–106 Krebs Units

Dry Time: 77° F (25° C) @ 50% Relative Humidity

To the touch: 15–30 minutes

Recoat: 1 hour for latex top coat; 4 hours for oil top coat

Surface Coverage:

Covers up to 400 sq. ft. (37.2 m²) per gallon, depending on surface porosity.

At: 4 mil Wet, 1.5 mil Dry

Storage and Disposal

- Keep container closed when not in use.
- Do not transfer contents to other containers for storage or disposal.
- In case of spillage, absorb with inert material such as sand or kitty litter.
- Dispose of contaminated absorbent, container and/or unused contents in accordance with local, state and federal regulations.

Surface Preparation

Read the Lead Warning in Cautions section. Clean and dry surface thoroughly. Scrub stained areas with an all-purpose cleaner to remove any residual stains. Remove all surface dirt, chalk, peeling paint and mildew.

Stains: Most stains can be sealed in one coat; however, stubborn stains may require additional coats. Always test first in a small hidden area to determine actual sealing results. Spot priming stubborn stains may be required.

Mildew Stains: This product seals residual mildew stains, but will not resist active mildew growth. Active mildew must be removed prior to application by scrubbing area with a commercial mildew remover or a mix of 1 part liquid chlorine bleach to 3 parts water. Rinse thoroughly. Wear protective goggles and rubber gloves to avoid chemical contact with skin or eyes.

Previously Painted Surfaces: Normally, glossy surfaces would need to be dulled with a chemical deglosser or sanding; however, this product bonds to glossy surfaces with no sanding required.

New Wood Surfaces: Spot prime wood knots and areas of tannin bleed-through, once dry prime entire surface.

Metal: This product is not for use over metal but can be used over painted metal to seal light rust stains.

Application and Cleanup

Stir thoroughly before and occasionally during use. Apply only when air and surface temperatures are between 50–90° F (10–32° C). Thin only for spray application with up to 8 oz. water per gallon of paint. Apply with a premium quality polyester brush, “one coat” roller or airless sprayer. If applied by sprayer, back-roll or back-brush to work primer into the surface. Apply a liberal coat of primer uniformly, working well into the surface. Cleanup with warm, soapy water.

Cautions (13550 Tintable White)

WARNING! Contains Crystalline Silica. KEEP OUT OF THE REACH OF CHILDREN. May cause eye and skin irritation. USE ONLY WITH ADEQUATE VENTILATION. Avoid breathing vapors, spray mist or sanding dust. If painting indoors, open windows and doors or use other means to ensure fresh air entry during application and drying. If you experience eye watering, headache or dizziness, or if air monitoring demonstrates vapor/mist levels are above applicable limits, wear an appropriate, properly fitted respirator (NIOSH approved) during and after application. Follow respirator manufacturer’s directions for respirator use. When sanding, wear a dust mask. AVOID CONTACT WITH THE EYES AND SKIN. Wash thoroughly after use. Close container after each use. DO NOT TAKE INTERNALLY.

Delayed effect from long-term exposure: Cancer Hazard. Contains crystalline silica, which can cause cancer. Risk depends upon duration and level of exposure to dust generated from sanding surfaces or spray mist.

WARNING: This product contains a chemical known to the State of California to cause cancer.

FIRST AID: EYE CONTACT: Flush thoroughly with water for at least 15 minutes. If irritation persists, get medical attention*. IF INHALED: If affected by vapor or spray mist, move to fresh air. If breathing difficulty continues, get medical attention*. IF SWALLOWED: Drink 2 glasses of water. Get medical attention immediately*.

*Call poison control center, hospital emergency room or physician immediately.

**DO NOT TAKE INTERNALLY.
KEEP OUT OF REACH OF CHILDREN.
For additional safety and chronic health hazard
information, refer to the Material Safety Data
Sheet for this product.**

**EMERGENCY MEDICAL TELEPHONE:
1-888-345-5732**

This product contains less than 50 g/L VOC

WARNING! If you scrape, sand or remove old paint, you may release lead dust. LEAD IS TOXIC. EXPOSURE TO LEAD DUST CAN CAUSE SERIOUS ILLNESS, SUCH AS BRAIN DAMAGE, ESPECIALLY IN CHILDREN. PREGNANT WOMEN SHOULD ALSO AVOID EXPOSURE. Wear a NIOSH-approved respirator to control lead exposure. Clean-up carefully with a HEPA vacuum and a wet mop. Before you start, find out how to protect yourself and your family by contacting the National Lead Information Hotline at 1-800-424-LEAD or log on to www.epa.gov/lead.

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