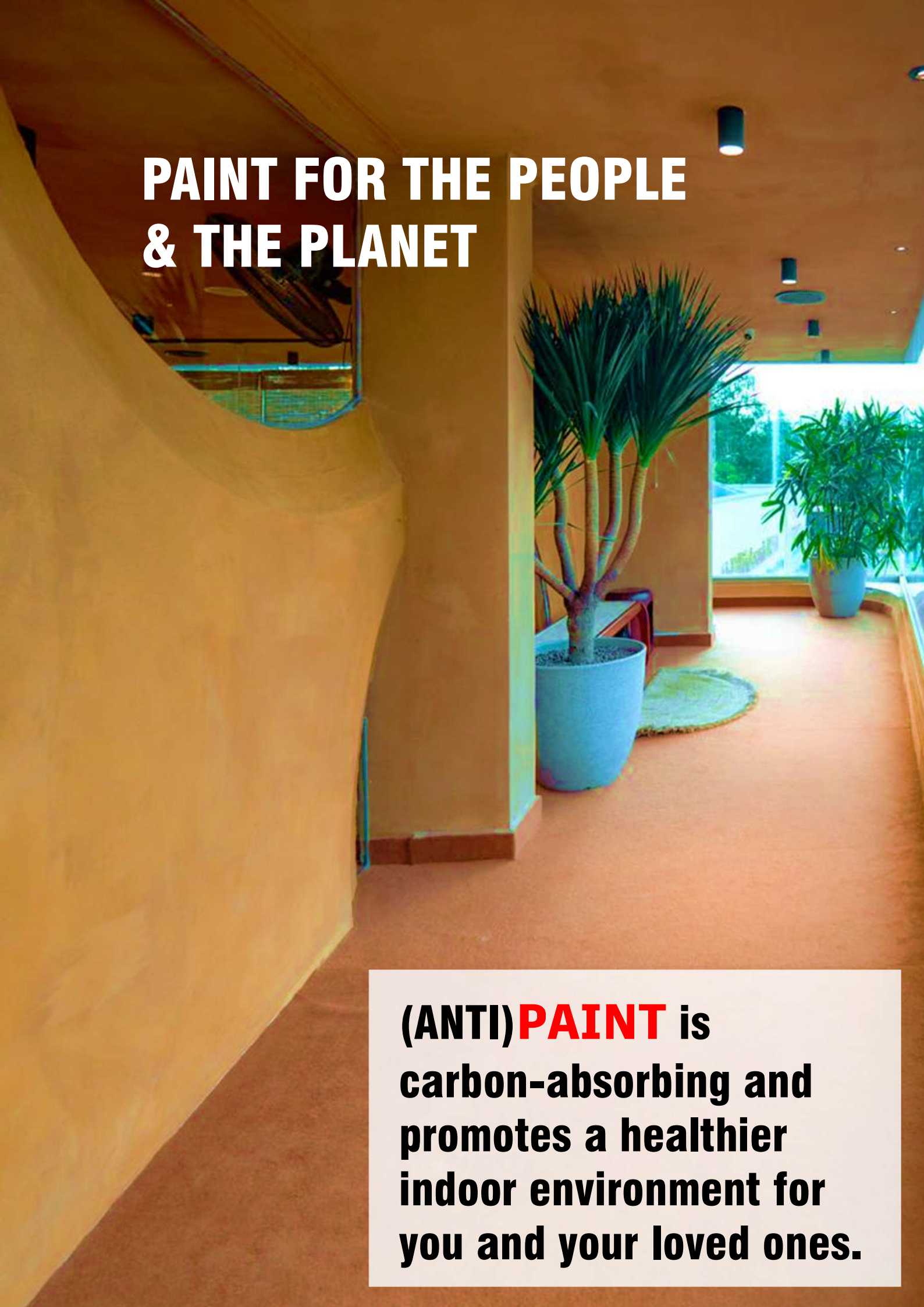


a non-toxic
mineral
primer &
paint system

MZIME

(ANTI)PAINT



A modern interior hallway with a curved wall, a large potted plant, and a window looking out onto a green landscape. The hallway has a warm, orange-toned wall and a matching carpet. A large, multi-stemmed plant in a white pot stands near a window. The ceiling features recessed lighting. The overall atmosphere is clean and contemporary.

PAINT FOR THE PEOPLE & THE PLANET

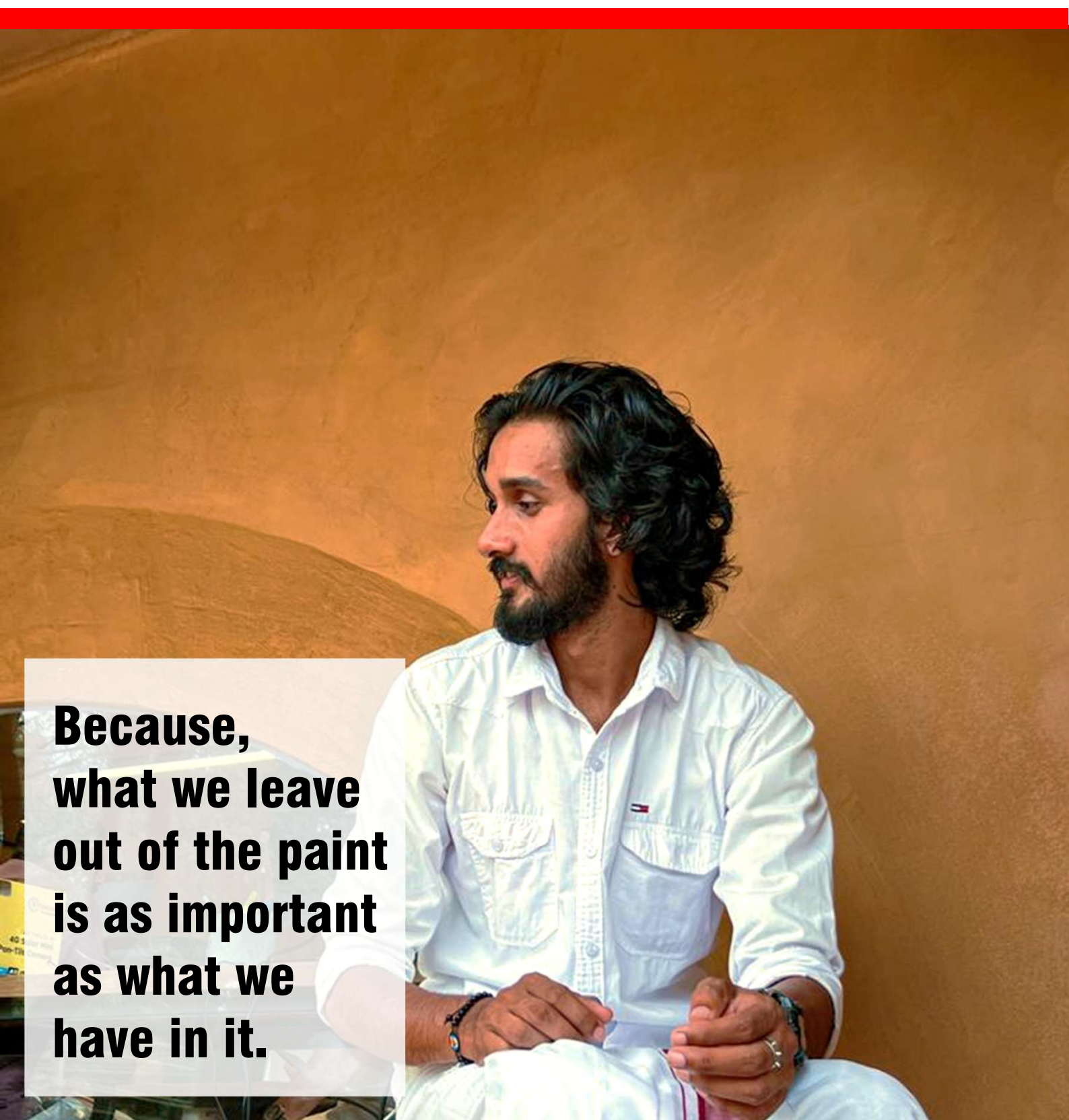
(ANTI) PAINT is
carbon-absorbing and
promotes a healthier
indoor environment for
you and your loved ones.



(anti) PAINT
(anti-voc)
(anti-plastic)
0% TOXICITY

(ANTI)PAINT brings all the joy, luminescence and health benefits of lime, with zero learning curve, at mass-market prices.

ANTI(PAINT) offers a distinct, beauty that cannot be replicated by conventional paints.



**Because,
what we leave
out of the paint
is as important
as what we
have in it.**

(ANTI) PAINT is (ANTI-VOC)

The pungent smell after applying standard paint comes from common VOCs (like xylene, formaldehyde, benzene, ethyl acetate), biocides, formaldehydes, and preservatives.

These are toxic for human and environmental health, causing irritation, nausea, and damage to the nervous system.

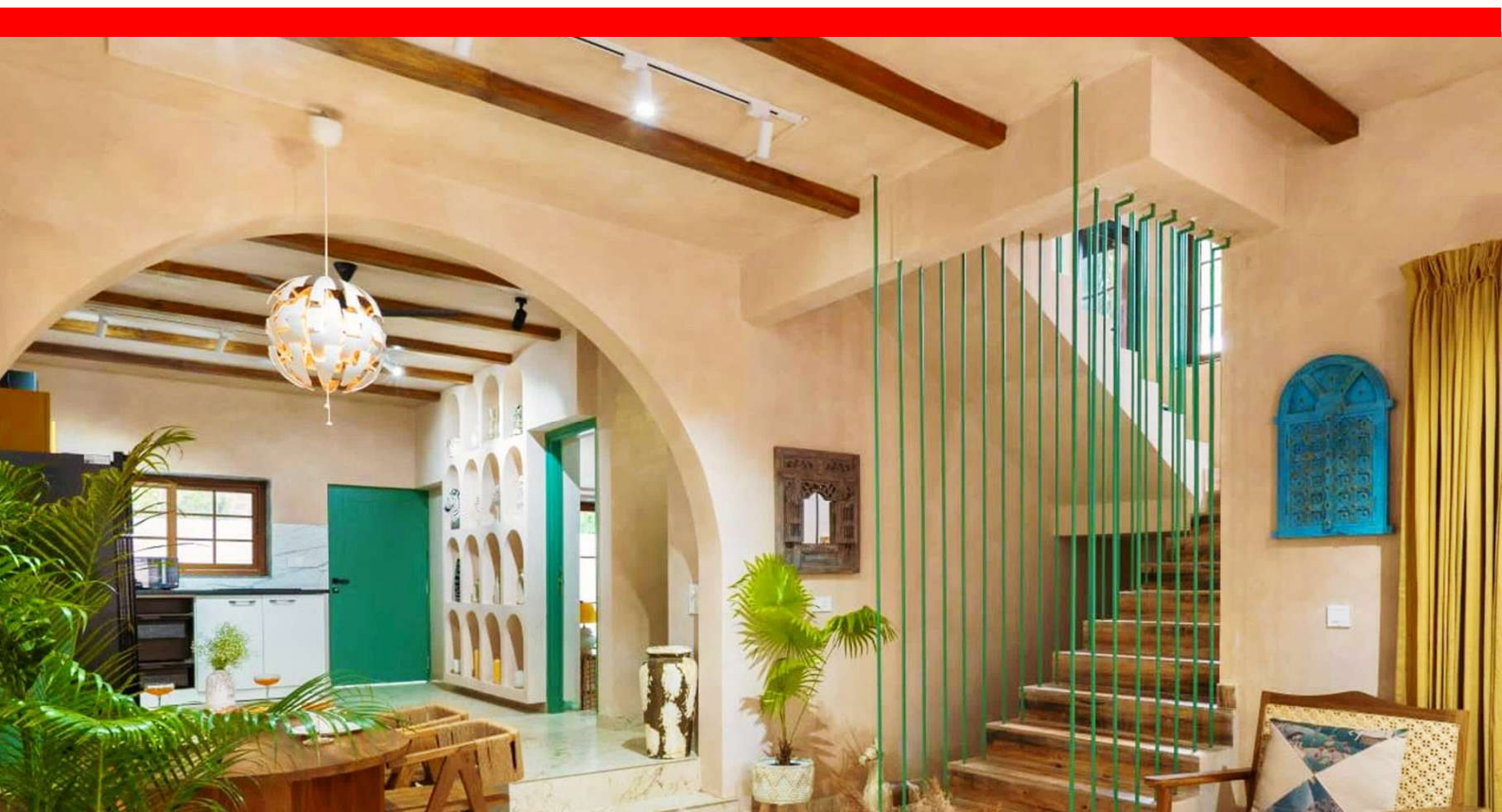
(ANTI) PAINT is (ANTI-PLASTIC)

Standard paint emulsions are bound with petroleum derivatives such as acrylics- in simple terms- liquid plastics!

MLIME instead uses its wonderful non-toxic sustainable MLIME FAT LIME.

(ANTI) PAINT is (ANTI-PHTHALATES)

Phthalates are chemicals that make plastic paints durable. But exposure to them is associated with serious health disorders (ranging from infertility to cancer) and is being actively regulated abroad.



BREATHABILITY MATTERS

(ANTI)PAINT is designed to be destructible, made with gentle, appropriate ingredients.

(ANTI)PAINT allows moisture to pass through the painted surface, thereby preventing/ greatly reducing moisture accumulation in the building envelope.

(ANTI)PAINT is not film-forming and therefore not prone to blistering or peeling, even in high-humidity environments such as bathrooms.

This also makes it a critical surface finish for breathable substrates such as FAT LIME plasters, and historic buildings without barrier-waterproofing.

**100% safe for use in
heritage historic buildings,
high-humidity environments
such as bathrooms,
built environments for
children and babies,
asthmatic persons,
& everyone else.**





MLIME (ANTI) PAINT is non-dusting unlike traditional *putai* or limewash which sheds mass when rubbed.

MLIME (ANTI)PAINT is a true FAT LIME-based, non-dusting, water-based, cloudy-finish, mineral paint.

COMPOSITION

Contains under 5% of acrylic which classifies it as a 'mineral paint' within the threshold used by the recognized European standard for mineral paints, DIN 18363 (2.4.1), to distinguish mineral paints from plastic/dispersion paints.

PACKAGING

0.2 kg sample testers and 10 kg units

RECOMMENDED TOOLS

MLIME MOPBRUSH and/ or paintbrush / sponge for (ANTI)PAINT
Foam roller is advised only for MLIME PRIMER

SHELF LIFE

tightly-sealed packing will preserve the product for 6 months
store in a cool and covered space

INTERIOR GRADE

walls and ceiling surfaces

APPROPRIATE SUBSTRATES

Apply over MLIME *Bridge* Primer only

RECOMMENDED APPLICATION THICKNESS

about 100 microns across 2 to 4 coats

COVERAGE

range from 100 to 115 sqft per kg per coat
depending on the grain/ evenness of the substrate.
0.2 kg sample bag should be applied as 2 coats on ~10 sqft.

COLOUR RANGE

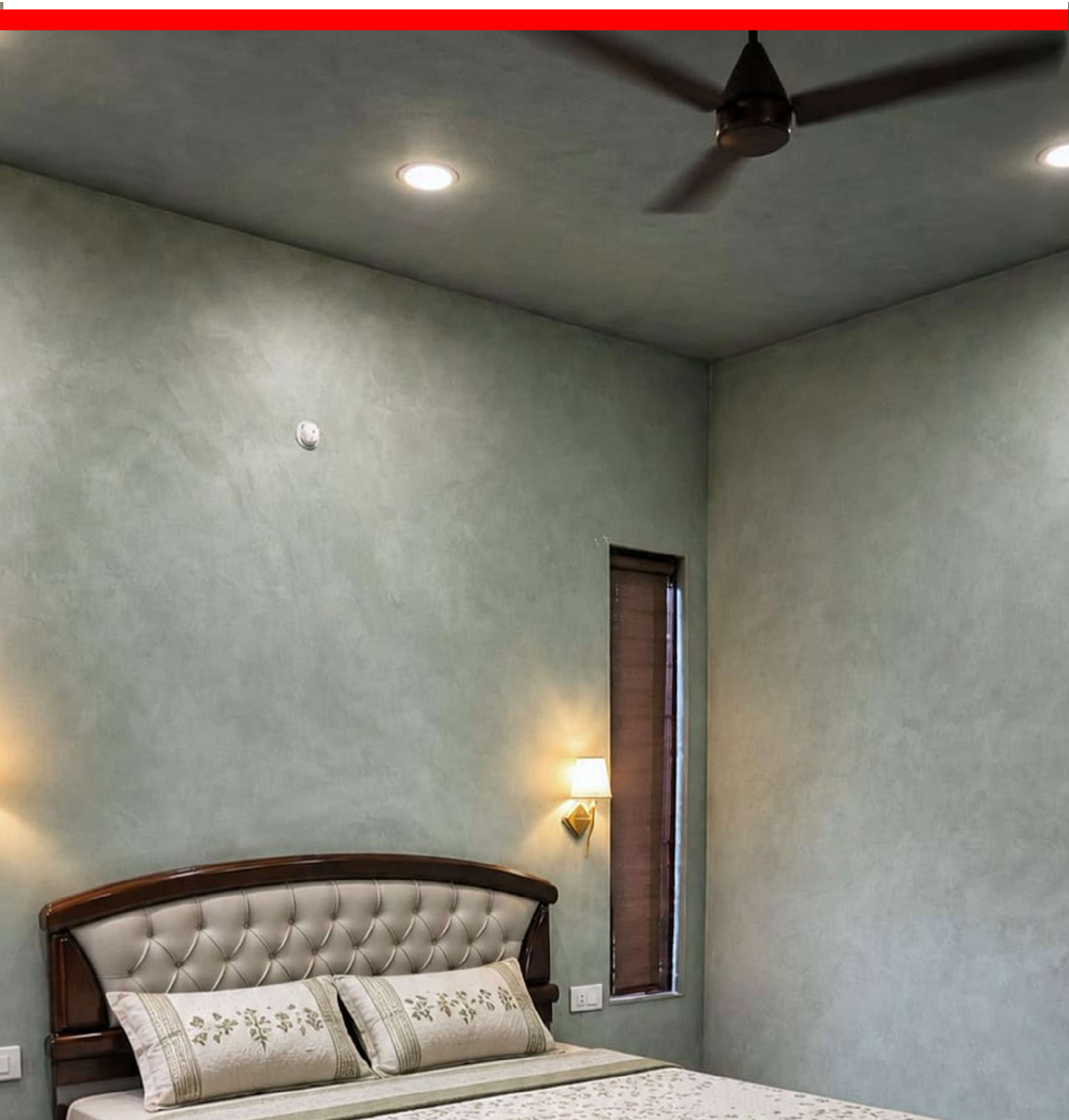
Pigment is pre-mixed in (ANTI)PAINT, and may be chosen from
MLIME Colour Library

FINISH

soft, matte, non-dusting finish which can be manipulated on-site,
to deliver subtle to exaggerated variations in color and texture



Millions of micro-crystals are formed when (ANTI)PAINT cures. Light doesn't reflect off it — it scatters through it, splitting and refracting across thousands of crystal and pore boundaries before re-emerging. That volumetric scattering is the luminous depth, and why it shifts with light and angle. That's why even dark colours look rich and dynamic, unlike in plastic paints!



Plastic in the form of acrylic putty or paint is unfortunately all around us and often inherited on existing surfaces.

On the other hand, pure lime paint cannot adhere to non-porous plastic surfaces.

the intent

Accepting this reality, MLIME has designed a 'BRIDGE COAT' PRIMER that allows a project to transition from the toxic plastic system to the non-toxic mineral (lime) system by creating a bridge.



MLIME Bridge Primer is a water-based preparation coat offered to form a *bridge* between the plastic and mineral (lime) material ecosystems.

HOW IT WORKS?

Only plastic sticks to plastic! Therefore, the MLIME Bridge Primer has been designed to simultaneously stick to existing acrylic/ plastic surfaces while forming the necessary absorbent cushion to catch the (ANTI)PAINT.

PACKAGING

0.2 kg sample testers and 10 kg units

RECOMMENDED TOOLS

Foam roller is advised for MLIME 'Bridge' Primer

SHELF LIFE

tightly-sealed packing will preserve the product for 6 months
store in a cool and covered space

INTERIOR GRADE

walls and ceiling surfaces

APPROPRIATE SUBSTRATES

cement/ gypsum plaster, *existing plastic paint*, interior-grade water-based primer, interior-grade acrylic putty.

Always patch test for adhesion

Not required on FAT LIME plasters.

RECOMMENDED APPLICATION THICKNESS

about 100 microns across 1 to 2 coats

COVERAGE

range from 85 to 100 sqft per kg per coat

- *advice 2 coats on previously acrylic painted surfaces*
- *1.5x consumption per coat on cement plaster or grainy surfaces*





MLIME Bridge **Primer & (ANTI)**PAINT** system**

Materials

~ INR 26-34 per sqft*

Easy execution with local team

~ INR 10-20 per sqft*

Execution with MLIME CREW

~ INR 55-70 per sqft*

**freight on goods as per actual, accommodation, scaffolding, substrate prep, GST are excluded.*

step zero

SUBSTRATE PREPARATION

On a wall with an existing plastic/ acrylic paint/ bare POP/
acrylic putty / waterproof putty >

Gently sand with 80 grit sand paper >

On a wall with oil paint/ oil-based primer >

Remove/ scrape the oil paint>

On a cement board,/ mdf/ plywood wall >

Apply appropriate interior-grade acrylic putty and
joint treatment compound if required >

step one

BRIDGE PRIMER APPLICATION

Clean substrate >

Thoroughly mix the contents of the bucket with a paddle-mixer
so that the solid and liquid can homogenize>

Dip and apply using a clean foam roller >

Wait 4-5 hours minimum between coats >

Patch test to check adhesion with substrate >

Apply 2 coats >

*This is a water-based primer. All tools may be cleaned with
clean water after use.*

Order testers from our e-shop
mlimebuild.com/shop/



step two

(ANTI)PAINT APPLICATION

Wait 24 hours minimum after applying primer >

Wear gloves >

Thoroughly mix the contents of the bucket with a paddle-mixer so that the solid and liquid can homogenise>

Dip brush 1/3rd of the way in paint bucket. Apply it on the wet wall and spread thinly in all directions, over an area of about 5 x 5' >

Keep stirring the paint while applying >

Make large brush strokes in multiple random directions to extend the paint material so that it does not sit thick on the surface. Refer to [this video](#) >

Apply 2-4 coats, allowing 4-5 hours of drying time between coats >

This is a water-based paint. All tools may be cleaned with water after use.

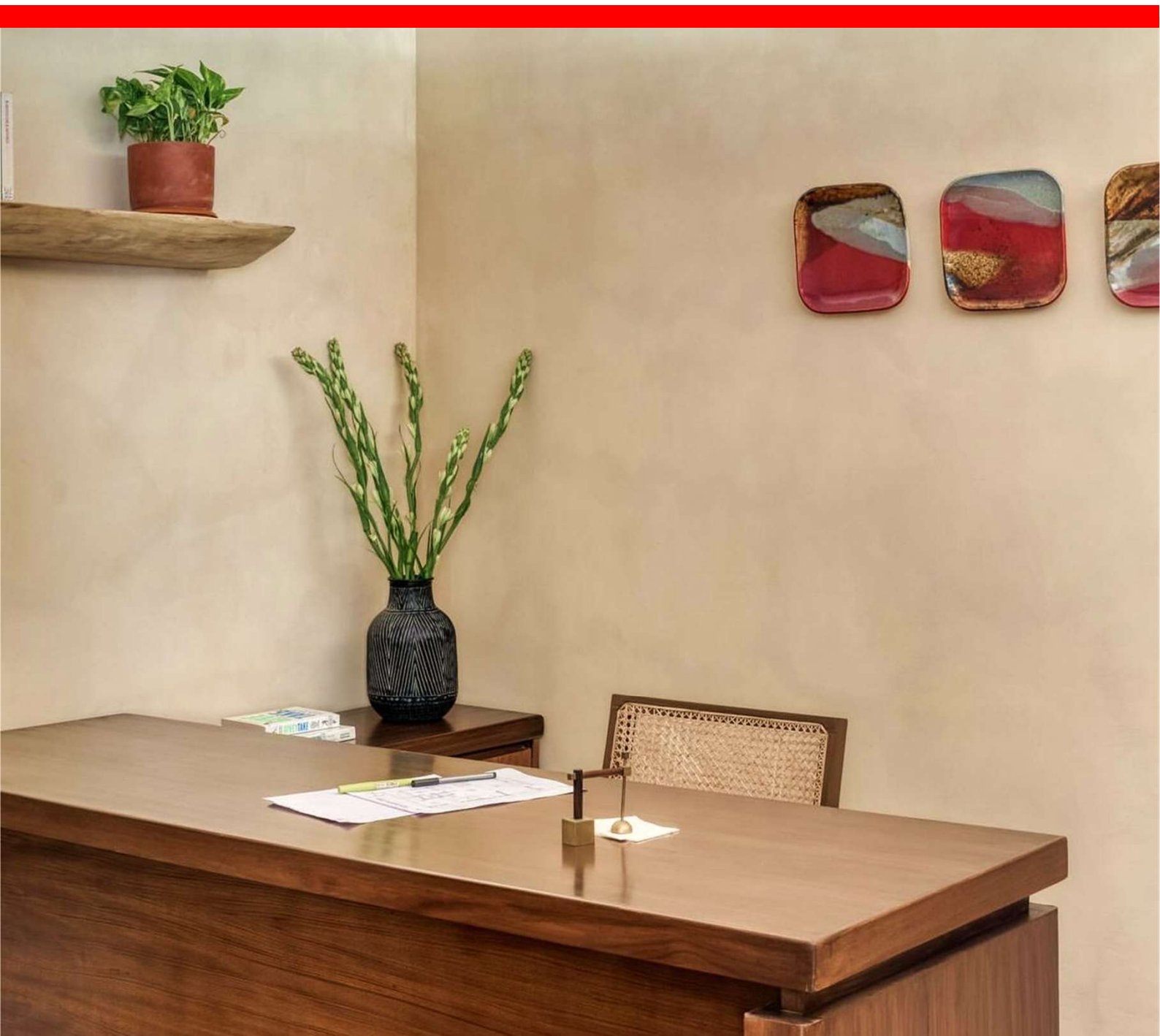
CRITICAL

- 1. Do sampling of all layers of the primer and paint system on your actual wall surface before proceeding!**
- 2. Apply in thin multiple coats instead of few thick coats!**



CRITICAL

- 3. Dip 1/4th of the brush, spread the paint over an area of ~4' x 4'. Feather out any brush marks that the brush made.**
- 4. Don't 'over-work' the paint. Instead, apply further coats if needed.**



Cloudiness is inherent in lime because of the unique geometry of lime crystals and how they refract light.

It becomes more obviously readable only across a larger sample like 4'x4'

Painting technique here

tips for extra cloudiness

Apply alternate coats of a dark & light version of your chosen pigment in (ANTI)PAINT for an exaggerated patchy or cloudy effect.





Darker colours tend to reveal more *cloudiness* than lighter ones.

FAQ *use case*

Why is (ANTI)PAINT safe for historic buildings?

This will not alter the permeability of the surface – moisture can freely escape and the walls will keep ‘breathing’.

Can (ANTI)PAINT be used on external walls?

No! This is an interior-use product only.

Can I use (ANTI)PAINT in bathrooms?

(ANTI)PAINT is suitable for a high humidity environment, except for the direct splash-zones such as inside area of a shower. We would also recommend that you use a splashback behind the sink and toilet areas, as lime paint is absorbent and can become stained by toothpaste. MLIME (ANTI)PAINT is not a water-proofing material, it is water resistant.

Can MLIME (ANTI)PAINT be used in kitchens?

(ANTI)PAINT should not come in contact with fat/oil/grease (behind the stove, for instance), as this may discolour the paint.

FAQ *substrate*

Does it make sense to apply (ANTI)PAINT over a cement plaster?

It does still make sense because you avoid plastic and VOC of the usual plastic paint.

How can MLIME (ANTI)PAINT be applied on wood or plywood or mdf?

Treat the mdf or plywood with a few coats of interior-grade acrylic putty, followed by MLIME Primer. Then apply (ANTI)PAINT. Patch test for adhesion.

Why does (ANTI)PAINT look/ read as different shades of colour on different surfaces?

Each substrate has a unique texture or absorbency that slightly changes the (ANTI)PAINT finish.





(ANTI)PAINT is a great fit for hospitality
& school projects- it may be touched-up
anytime by in-house staff (no specialist
painter needed!) because (ANTI)PAINT
does not leave behind any smell or VOC!

FAQ *composition*

Why is this product unusually named (ANTI)PAINT?

Paint has come to mean a world of indestructible coatings rich with common VOCs (like xylene, formaldehyde, benzene, ethyl acetate), biocides, formaldehydes, and preservatives. (ANTI)PAINT is ANTI-VOC

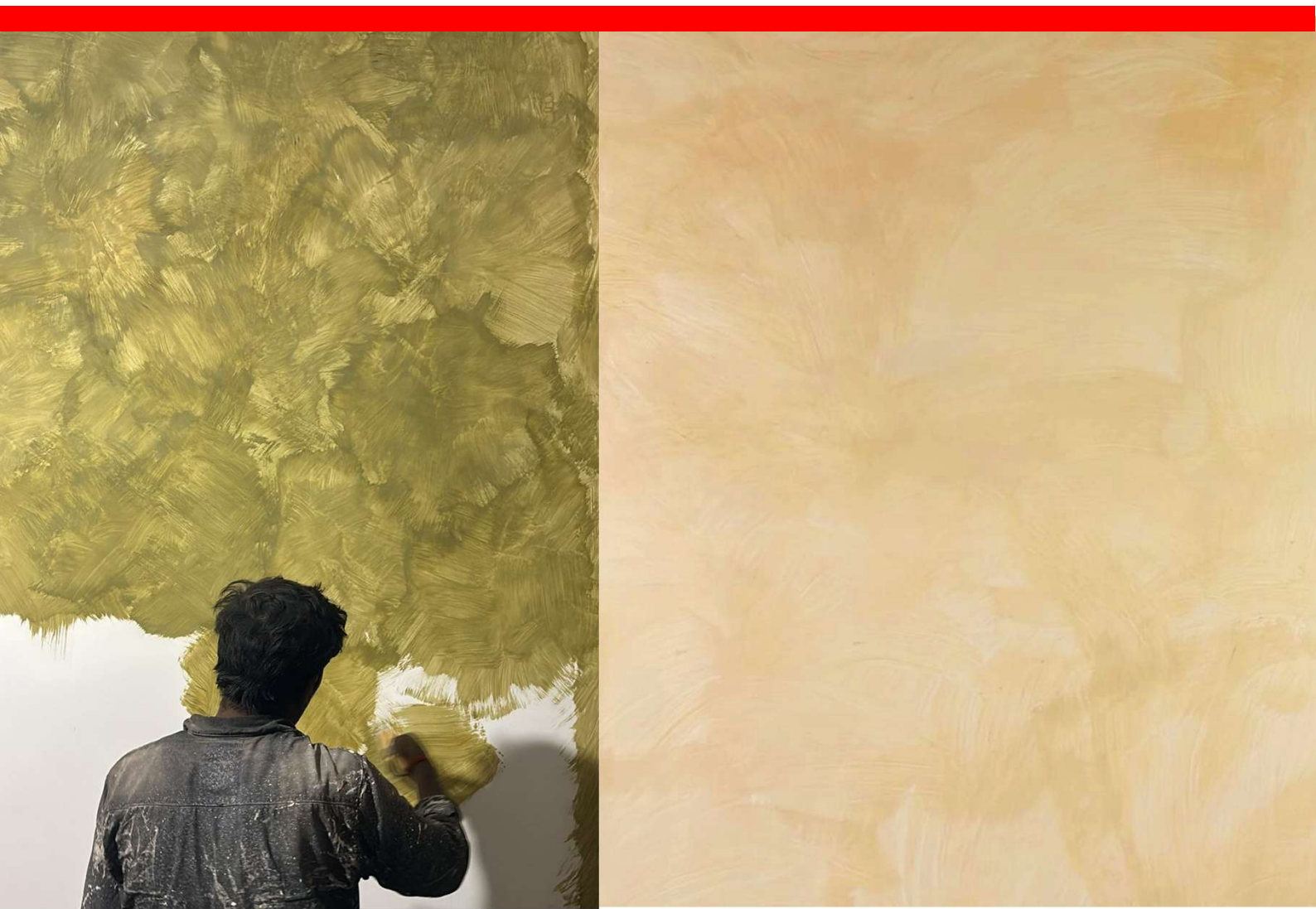
Can I use MLIME (ANTI)PAINT if I have allergies?

Made from minerals, without any V.O.C*, (ANTI)PAINT is highly alkaline, naturally antibacterial, and non-toxic making it great for use by those with allergies.

**V.O.C Volatile Organic Compounds are solvents used in coatings, paints, and inks., they become gasses and fumes that are emitted into the room.*

Does (ANTI)PAINT dust on contact like traditional limewash?

No! If it is dusting, then it means the paint has been improperly applied.



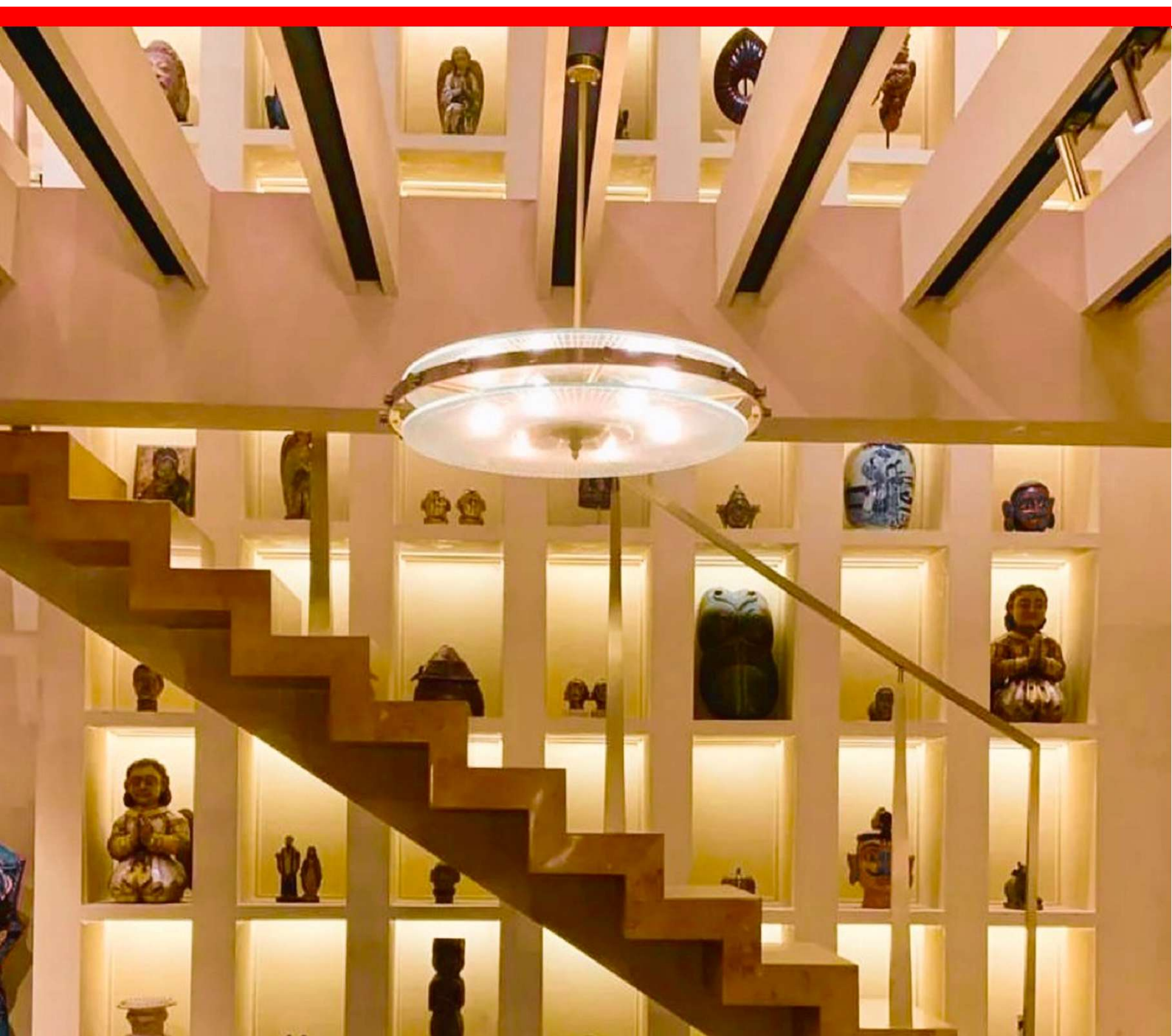
FAQ *sampling*

Why is the (ANTI)PAINT sample not looking cloudy in finish?

Cloudiness usually is more apparent to the eye when a large sample/ at least 6'x6' is executed. Small sample patches will tend to read as more uniform. Use this painting technique for cloudiness.

How should selected pigment from the MLIME Colour Library for (ANTI)PAINT be accurately sampled on site?

(ANTI)PAINT can look much darker when in solution. As the paint dries, it will become much lighter and will dry to the desired colour. It is recommended to apply 2-4 coats even during sampling for an accurate colour representation on your particular surface and light conditions.



FAQ *application*

Which tools are appropriate for use with MLIME (ANTI)PAINT?

Use MLIME MOPBRUSH or any block brush. Rollers are advised only for PRIMER.

How thick should this be applied?

MLIME (ANTI)PAINT should be applied like any other paint- about 100 microns thick across 2 to 4 coats. Apply multiple thin coats instead of fewer thick coats.

How can I achieve an exaggerated uneven splotchy effect?

To create a more pronounced cloudy look with pale colours such as white, you may consider layering 2 different colours. This will create a more textured cloud like appearance.

How can I eliminate brush strokes in my application?

After every dip, spread the paint over an area of 4' x4' and feather out any brush marks that the brush made. Don't 'over-work' the paint after this. Apply further coats if needed.

What if an error during application is made?

If you don't like what you see, Otherwise just sand it down!

How can the cloudy or patchy effect be exaggerated?

Apply alternate coats of 'natural white' & coloured (ANTI)PAINT for an exaggerated patchy/ cloudy effect.

Why is the (ANTI)PAINT application dusting?

Review the critical points highlighted on Pages 13 of this brochure.



FAQ *durability & maintenance*

How long will MLIME (ANTI)PAINT last in comparison to other paints?

A similar life to that of other quality paints can be expected. The pigments used in MLIME (ANTI)PAINT are mineral based, colourfast and UV* stable.

Can I paint over MLIME (ANTI)PAINT?

(ANTI)PAINT needs no stripping when redecorating an existing coat of (ANTI)PAINT. Simply apply 1 or 2 coats as a refresher. It is possible to paint over (ANTI)PAINT with conventional paints too – check the paint manufacturer's instructions.



**Paint today,
Move in tomorrow!**

SERVICE PARTNERS

**For painless end-to-end
executions, MLIME offers
(ANTI)PAINT application services
with local Service Partners in
DELHI, CHANDIGARH,
UTTARAKHAND, MUMBAI, INDORE,
PUNE & BANGALORE**

**Contact MLIME via
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Instagram @mlime_lime**

JANUARY 2026



शरीर के लिए शुद्ध घी,
घर के लिए शुद्ध चूना



www.mlimebuild.com