



A Note from Our President How It Works

The following is a description of our unique and proprietary masonry staining process (WHICH IS NOT A LATEX OR PAINT TYPE PRODUCT like some other stain companies use!). Our Ceramic Cosmetic Color Enhancement System consists of 80-100 mesh ("talcum powder" consistency) mineral oxide pigments measured and combined in a (measured and combined) slurry of a proprietary bonding chemical and H₂O (water). The water acts as a "carrying agent". As it absorbs into the pore structure of the DRY masonry surface (during the application), the absorption capability of the masonry "pulls" the slurry INTO the pore structure. Then the water which is intimately mixed with the bonding chemical AND the finely ground pigments are ALL carried INTO the surface. So as the water evaporates away, the bonding chemical changes from a liquid to a solid form (both physically AND chemically), "locking" itself into the "face" of the masonry (IT BECOMES "PART" OF THE FACE OF THE MASONRY! YOU CAN CHIP IT WITH A HAMMER, DAMAGE IT WITH A POWER WASHER, OR BURN IT WITH ACID BUT YOU CAN DO THAT TO MASONRY THAT HAS NOT BEEN COLOR CORRECTED/ENHANCED. SO AS LONG AS THIS SYSTEM IS TREATED WITH RESPECT, IT HAS NO FAIL POINT!). As this happens, the pigments (which are also absorbed into the surface and intimately mixed with the bonding chemical) are also "locked" in. The result successfully transforms the appearance of the masonry to another shade of color without sealing the surface, leaving it looking natural since the mineral oxide pigments are either very similar to the structure of the masonry OR the masonry actually has a factory applied mineral oxide content already (such as in the case of face brick). Also the masonry surface is not "sealed" by this application and can get wet again (thereby not trapping moisture which could cause damage during freeze/thaw cycling).... This process has been tested in independent, nationally recognized laboratories to EXCEED 40 YEARS OF WEATHERING SHOWING NO FAIL POINT and we offer a lifetime warranty. (THIS IS INDEPENDENT VERIFICATION OF DURABILITY.)

To apply our unique and proprietary process, we need "clean" (as in properly washed down and PH neutral), "dry" (as in fully cured) and "warm" (as in a minimum wall temperature of 40 degrees F or higher) surfaces to prevent freezing from occurring during drying. Complete drying is critical for the chemical bond to take place.

****THE EXTREME DURABILITY OF OUR PRODUCT IS DEPENDENT UPON PROPER CONDITIONS AND PROFESSIONAL APPLICATION AND CAN NOT BE MORE DURABLE THAN THE PRODUCT IT IS ENHANCING****

Sincerely,
Rick Conner,
President of Masonry Cosmetics Inc.