

The health paints

# PURIFICA+ RIGENERA+

HEALTHIER, SAFER & HAPPIER



colori d'Italia

Have you ever thought  
that a paint could make  
a space safer?

## PURIFICA+ RIGENERA+

are paints developed to help contain the spread of viruses on  
surfaces and purify the surrounding air making every space  
cleaner and healthier over time.

+

PURIFICA+  
& RIGENERA+:  
two paints for creating  
a healthier & safer  
environment

+



The health of all individuals depends on the quality of the air, the hygiene and cleanliness of both their home and the places where they spend time every day.

## INDOOR AIR POLLUTION

Today people spend 80-90% of their lives indoor, at home, school, in the office and at recreational places. In the last decades we have registered an increase in diseases associated with indoor air pollutants such as headaches, allergies, asthma, nausea. Contrary to what one might think, the indoor air can be 2 to 5 times more polluted than the outdoor one.

The main source of indoor pollution are biological agents such as bacteria, molds and fungi that spread through the air and are most of the time invisible.

Since the Covid-19 pandemic, disinfecting and sanitizing spaces to protect people's health has become an even more important requirement than ever before.

## OUTDOOR AIR POLLUTION

Air pollution is one of the greatest threats to the Environment and to the health of people. Estimates report around 7 million premature deaths worldwide each year as a result of air pollution exposure. Vehicles and fossil fuels used in the conditioning of the buildings emit fine particles such as NOx, which pollute the air and that, by penetrating the lungs and bloodstream, can cause heart attacks, strokes, asthma attacks and other respiratory diseases.

The World Health Organization (WHO) considers air pollution the world's largest single environmental health risk and has indicated the need for concerted action to clean up air pollution, with special concern for the most vulnerable people.

For both issues, the main criticalities are found in urban areas due to the high density and large number of the population.





# PURIFICA+

Mineral photocatalytic silicate paint to improve protection and hygiene indoor.



## TESTED ANTIVIRAL PROPERTIES

Tested against Human Coronavirus NL63, defined by the ASTM standard as surrogate of Sars-CoV-2, which causes the disease COVID-19. +



## PROTECTS THE SURFACE AGAINST MOLDS AND BACTERIA

Thanks to its photocatalytic activity PURIFICA+ can counteract the proliferation of molds and bacteria with a broad spectrum of action.



## EFFECTIVE IN REAL INDOOR CONDITIONS

Unlike traditional photocatalytic paints that require exposure to UV light for their activation, PURIFICA+ is able to activate by irradiation with common LED lamps, therefore in the real indoor lighting conditions.



## RESISTANT TO DIRT

It decomposes dirt and pollutants that come into contact with the surface, providing clean walls over time and a better indoor air quality.



## EFFECTIVE AGAINST BAD SMELL

It transforms organic molecules thus reducing bad smells: they decompose when they come into contact with the surface.



## ECO-FRIENDLY

PURIFICA+ is an eco-friendly silicate paint compliant with DIN 18363 standard for mineral paints.

|  | TEST CONDITION  | CONTACT TIME WITH VIRUS | % REDUCTION |
|--|---|-------------------------|-------------|
| <p>Test performed according to ISO 21702 by Virology Research Services LTD on human coronavirus NL63. Full report available online</p> | <p>Samples were exposed to a cold white light source (LED lamp 20W 6500K 2200lm) for 1 hour prior to contact with virus and during the 15 minutes of contact.</p> | <p>15 minutes</p>       | <p>99 %</p> |



## RECOMMENDED FOR INTERIOR

Thanks to its characteristics, **PURIFICA+** is ideal in shops, hotels, restaurants, hospitals, schools, offices, fitness centers, conference centers, waiting rooms, and all those places where the presence of viruses and bacteria is particularly persistent and absolutely to be avoided. Highly recommended for private houses too, for the protection and health of the whole family.



SHOPS



HOTELS



RESTAURANTS



FITNESS CENTERS



CONGRESS CENTERS



HOSPITALS



OFFICES



SCHOOLS





# RIGENERA+

Photocatalytic siloxane paint for the protection and hygiene of exterior walls.



## REDUCES AIR POLLUTION

It transforms pollutants into harmless substances, improving the quality of the air we breathe through a process which is safe for the environment and activated by the energy of sunlight.



## PROTECTS THE SURFACE AGAINST MOLDS, ALGAE AND OTHER POLLUTANTS

RIGENERA+ can counteract the proliferation of viruses, bacteria, microorganisms, molds and algae. +



## LONG-LASTING PROTECTION

Thanks to its characteristics, RIGENERA+ prevents the deterioration of exterior walls. The photocatalytic activity doesn't wear off over time: it constantly regenerates for the entire life of the paint.



## WEATHERPOOF

Thanks to the special siloxane resins of which it is composed, RIGENERA+ is resistant to atmospheric agents and has excellent vapour permeability.



## SELF-CLEANING

RIGENERA+ uses the energy of sunlight to remove dirt and other pollutants that come into contact with the surface, keeping exterior walls clean and white for a long time.



## GREEN ORIENTATION

RIGENERA+ is a siloxane emulsion paint composed of a resin obtained 100% from renewable sources.



Test performed according to ISO 21702 by Virology Research Services LTD on human coronavirus NL63. Full report available online

### TEST CONDITION

Samples were exposed to light source ULTRA VITALUX 300 W 230 for 1 h before contact with virus

### CONTACT TIME WITH VIRUS

15 minutes

### % REDUCTION

99.9%



## RECOMMENDED FOR EXTERIOR

RIGENERA+ is ideal for the protection of exterior walls where it performs an effective anti-pollution, self-cleaning action. Particularly useful in city centres and all areas subject to traffic congestion, it is also recommended in residential areas and outdoor public places with a high concentration of people, to prevent the deterioration of surfaces and improve air quality.



URBAN CENTERS



CONGESTED AREAS



RESIDENTIAL AREAS



OUTDOOR PUBLIC SPACES



# Research and Innovation for human well-being

Colorificio MP has been operating in the paint sector for over 50 years, among the first in Europe to introduce photocatalytic paints in the market. Health and sustainability are among its core values. MP has been a member of the Green Building Council Italy since 2013 and in 2020 it received the Corporate Leadership & Sustainability award for its commitment to sustainability and corporate responsibility.



## TESTED BY ACCREDITED LABS

**PURIFICA•** and **RIGENERA•** have been tested by Virology Research Services LTD in compliance with ISO 21702 standard. *Measurement of antiviral activity on plastics and other non-porous surfaces.* The tests performed using human coronavirus NL63 have shown an elevated reduction of the viral activity in only 15 minutes of contact with the virus.

Human coronavirus NL63 belongs to the same family of Sars-CoV-2. The main difference is at a genomic level, while the protein structure is very similar. The ASTM guidelines define Human Coronavirus NL63 as a surrogate of Sars-CoV-2 and recommend its use in research laboratories, as a product effective against Human Coronavirus NL63 is expected to be effective against Sars-CoV-2.



## R&D & COOPERATION

The tests were carried out after an intense research project developed with the Technopole of Rimini - CIRI Frame of the University of Bologna and supported by the Regional Tender DGR342/2020 "Research and innovation projects for the development of solutions to contain the spread of the pandemic COVID-19".



Learn more about **PURIFICA•** and **RIGENERA•** by visiting the dedicated website. Download all the technical documentation and test reports.

[www.pitturedellasalute.com](http://www.pitturedellasalute.com)



# Photocatalysis

The air-purifying action of photocatalytic paints is promoted by photocatalysis. Photocatalysis is a natural chemical process that is activated by light energy.

Light energy activates the nanoparticles in the paint that through the photocatalytic activity keep the surfaces cleaner, by protecting them and the surrounding air from pollutants, which are harmful to the Environment and to people's health and counteracting the development of bacteria and molds.



**TRADITIONAL  
PAINTS**

Traditional photocatalytic paints, for the activation of the photocatalytic activity, require exposure to sunlight or, more in details, to the UV component of the solar spectrum.



**TECHNOLOGICAL  
INNOVATION**

For this reason, **PURIFICA+** has an extremely innovating composition, as it can be activated non only through UV irradiation, but also through the exposure to traditional LED light, which falls within the wavelengths of visible light.

Thanks to this feature, **PURIFICA+** is effective in real indoor conditions. At the end of the photocatalysis process, the nanoparticles return to their initial state and are available for new activations, so they are not consumed in the process, making the product effective over time.

# Paint consciously

Most people think that painting simply means changing the color on walls and "refreshing" the room. What we are not aware of is that each paint has its own special features that can be more or less suitable for each space.

The choice of the right paint for the specific project can ensure greater durability and improve the living comfort of the places where we spend our day.

From this point of view, PURIFICA+ and RIGENERA+ are two revolutionary paints, because they not only can improve air quality and guarantee clean unaltered walls over time, but can also effectively bring benefits to people, providing a safer and healthier space, where to live in harmony with others and with what surrounds us. Had you ever thought that with two coats of paint you could achieve so much?



## WHY CHOOSE PURIFICA+ AND RIGENERA+?

Because these paints provide a greater comfort and well-being in the environments where they are applied, to make us feel safer and more protected. Painting doesn't just mean choosing the wall color: a simple layer of paint can improve the indoor air-quality, contrast air-pollution and effectively hinder the proliferation of viruses and bacteria on the surface reducing the risk of infection by contact with contaminated surfaces.

**A long-lasting protection achievable with a few brush strokes.**



*Healthier, Safer & Happier*



## COLORIFICIO MP S.R.L.

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