



BEHR ULTRA™ Interior Matte

- Stain-Blocking Paint & Primer In One
 - Excellent Durability & Hide in Fewer Coats
 - Extra-Durable Paint Film
 - Stain & Scuff Resistant
 - Washable, Easy-Clean Finish
 - Antimicrobial-Mildew Resistant Finish
 - Lifetime Warranty*
 - Low VOC, 100% Acrylic
- No. 1750 Ultra Pure White®
No. 1753 Deep Base**
No. 1754 Medium Base



1 Hr Dry Time
2 Hr Recoat Time



250-400 Sq. Ft.
Coverage per Gallon



Soap & Water
Clean-Up



Protect
from Freezing

FOR TINT BASES – DO NOT USE WITHOUT THE ADDITION OF TINTING COLORANTS

The extra protective shell, featuring NANOGUARD® Technology, offers a STAYS LOOKING NEW LONGER® Finish for excellent durability.

WHERE TO USE

Properly prepared coated and uncoated Interior surfaces. Ideal for Family Rooms, Living Rooms, Dining Rooms, Bedrooms, Hallways and Ceilings.

PREPARATION & PRIME

All surfaces should be properly prepared and cleaned. Remove loose paint, wash off dirt and grease with detergent, rinse and allow to dry. Remove mildew stains with a mildew stain remover. Scuff sand glossy surfaces and repair imperfections. Remove all dust with a damp cloth, allow to dry. Allow new stucco, plaster and masonry to cure for 30 days before painting. Use BEHR ULTRA™ Paint as a primer for properly prepared uncoated or painted interior surfaces, including woods that contain tannins (two primer coats required for redwood and cedar) and heavily stained areas. Lock in stains with BEHR ULTRA Paint as a spot primer. For heavy stains, test for stain bleed-through by applying BEHR ULTRA Paint to a small section. If the stain bleeds through, spot prime another coat to the stained area and test again before topcoating. If bleeding continues, a longer dry time is needed before topcoating. For drastic color changes or when applying deep colors denoted with a dagger (†) on the color chip, apply a tinted primer coat of BEHR ULTRA Paint if needed.

APPLICATION

Apply when air and surface temperatures are between 50-90°F (10-32°C). Stir paint occasionally. Intermix containers of same product to ensure color and sheen uniformity. Use a high quality 3/8-1/2" nap roller cover, nylon/polyester brush or an airless sprayer (.015 - .019" spray tip, 60 mesh filter). Do not thin if using a roller or brush; however, if using a sprayer and thinning is required, thin with water at a rate of no more than 1/2 pint per gallon. Certain colors may require additional coats for complete hide. Darker colors may require additional dry time between coats. Cooler temperatures or higher humidity may prolong drying time. After 4 weeks, cured paint film may be cleaned with a mild, non-abrasive liquid detergent. Dry paint film is mildew resistant. Do not use on floors.

DISPOSAL

For disposal of empty containers, unused paint and soiled rags, contact your household refuse collection service.

Visit Behr.com for painting tips, expert project advice and the perfect color coordination with the ColorSmart by BEHR® Tool.

WARNING! If you scrape, sand or remove old paint, you may release lead dust. LEAD IS TOXIC. Contact the National Lead Information Center at 1-800-424-LEAD or log on to www.epa.gov/lead.

***LIFETIME LIMITED WARRANTY** Behr Process Corporation warrants to the original residential consumer purchaser the performance of this product as described on this label for so long as you reside in your home. THIS WARRANTY IS NOT VALID WHEN THE PRODUCT IS NOT PROPERLY APPLIED TO A PROPERLY PREPARED SURFACE OR CARED FOR IN ACCORDANCE WITH THE LABEL DIRECTIONS. This warranty is not transferable. If this product is found not to perform as specified upon inspection by our representative during the warranty period, Behr Process Corporation will, at its option and upon presentation of proof-of-purchase (the original receipt), either furnish an equivalent amount of new product or refund the original purchase price of this product to you. **This warranty excludes (1) labor and costs of labor for the application or removal of any product, and (2) any incidental or consequential damages, whether based on breach of express or implied warranty, negligence, strict liability or any other legal theory.** Some states do not allow the exclusion or limitation of incidental or consequential damages, so the above limitation or exclusion may not apply to you. This warranty gives you specific legal rights and you may also have other rights, which vary from state to state.

To consult with a Behr Certified Coatings Professional, call 1-800-854-0133 Ext. 2 (U.S.A. only).

WARNING! This product contains chemicals known to the state of California to cause cancer and birth defects or other reproductive harm.

CAUTION! IRRITANT! HARMFUL IF SWALLOWED. MAY CAUSE EYE, NOSE AND THROAT IRRITATION. AVOID CONTACT WITH SKIN AND EYES AND AVOID BREATHING OF VAPORS AND SPRAY MIST. WEAR EYE PROTECTION AND PROTECTIVE CLOTHING. USE ONLY WITH ADEQUATE VENTILATION. To avoid breathing vapors and spray mist, open windows and doors or use other means to ensure fresh air entry during application and drying. If you experience eye watering, headaches or dizziness, increase fresh air. If properly used, a respirator (NIOSH approved for organic vapor with P series particulate pre-filter) may offer additional protection; obtain professional advice before using. A dust mask does not provide protection against vapors. Avoid contact with eyes and skin. Wash thoroughly after handling. Close container after each use. **FIRST AID:** If you experience difficulty in breathing, leave the area to obtain fresh air. If continued difficulty is experienced, get medical assistance immediately. In case of eye contact, flush immediately with plenty of water for at least 15 minutes and get medical attention; for skin, wash thoroughly with soap and water. If swallowed, get medical attention immediately.

CAUTION: KEEP OUT OF REACH OF CHILDREN - DO NOT TAKE INTERNALLY.

** Contains Ethylene Glycol



©2019 BEHR PROCESS CORPORATION
Santa Ana, CA 92705 U.S.A. • behr.com
V.O.C. (C.O.V.) <50 g/L • REV: 06/19