

Benjamin Moore®  
Fresh Start®  
Superior Primer (K046)

Brand A

Primer Coat & Top Coat

Primer Coat

Primer Coat & Top Coat

Primer Coat

Permanent  
Marker

Crayon

Washable  
Marker

Lipstick

**Test shows Fresh Start® has better hide than another leading brand.**

Fresh Start® 100% Acrylic Superior Primer (K046) exhibits outstanding hide properties on various types of stains compared to rival brand.