1. PRODUCT AND COMPANY IDENTIFICATION

Product Name: FRESH START MULTI-PURPOSE LATEX PRIMER DEEP BASE
Product Code: N02304
Alternate Product Code: N02304
Product Class: SURFACE PREPARATION PRODUCT
Color: All
Recommended use: Primers
Restrictions on use: No information available

Manufacturer:
Benjamin Moore & Co.
101 Paragon Drive
Montvale, NJ 07645
Phone: 1-866-708-9180
www.benjaminmoore.com

Emergency Telephone:
CHEMTREC: +1 703-741-5970 / 1-800-424-9300
+1 703-527-3887 (outside US & Canada)

2. HAZARDS IDENTIFICATION

Classification:
This chemical is not considered hazardous by the 2012 OSHA Hazard Communication Standard (29 CFR 1910.1200)

Label elements:
Not a hazardous substance or mixture according to the Globally Harmonized System (GHS)

Appearance: liquid
Odor: little or no odor

Hazards not otherwise classified (HNOC)
Not applicable

Other information
No information available
May cause allergic skin reaction

**WARNING:** This product contains isothiazolinone compounds at levels of <0.1%. These substances are biocides commonly found in most paints and a variety of personal care products as a preservative. Certain individuals may be sensitive or allergic to these substances, even at low levels.

### 3. COMPOSITION INFORMATION ON COMPONENTS

<table>
<thead>
<tr>
<th>Chemical name</th>
<th>CAS No.</th>
<th>Weight-%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kaolin, calcined</td>
<td>92704-41-1</td>
<td>5 - 10</td>
</tr>
<tr>
<td>Titanium dioxide</td>
<td>13463-67-7</td>
<td>1 - 5</td>
</tr>
<tr>
<td>Diatomaceous earth</td>
<td>61790-53-2</td>
<td>1 - 5</td>
</tr>
<tr>
<td>Kaolin</td>
<td>1332-58-7</td>
<td>1 - 5</td>
</tr>
<tr>
<td>Zinc oxide</td>
<td>1314-13-2</td>
<td>0.5 - 1</td>
</tr>
<tr>
<td>Hexanedioic acid, dihydrazide</td>
<td>1071-93-8</td>
<td>0.1 - 0.5</td>
</tr>
<tr>
<td>Sodium C14-C16 olefin sulfonate</td>
<td>68439-57-6</td>
<td>0.1 - 0.5</td>
</tr>
</tbody>
</table>

### 4. FIRST AID MEASURES

**General Advice**
No hazards which require special first aid measures.

**Eye Contact**
Rinse thoroughly with plenty of water for at least 15 minutes and consult a physician.

**Skin Contact**
Wash off immediately with soap and plenty of water while removing all contaminated clothes and shoes.

**Inhalation**
Move to fresh air. If symptoms persist, call a physician.

**Ingestion**
Clean mouth with water and afterwards drink plenty of water. Consult a physician if necessary.

**Most Important Symptoms/Effects**
May cause allergic skin reaction.

**Notes To Physician**
Treat symptomatically.

### 5. FIRE-FIGHTING MEASURES

**Suitable Extinguishing Media**
Use extinguishing measures that are appropriate to local circumstances and the surrounding environment.

**Protective equipment and precautions for firefighters**
As in any fire, wear self-contained breathing apparatus pressure-demand, MSHA/NIOSH (approved or equivalent) and full protective gear.

**Specific Hazards Arising From The Chemical**
Closed containers may rupture if exposed to fire or extreme heat.

**Sensitivity to mechanical impact**
No
Sensitivity to static discharge  No

Flash Point Data
  Flash point (°F) Not applicable
  Flash Point (°C) Not applicable
  Method Not applicable

Flammability Limits In Air
  Lower flammability limit: Not applicable
  Upper flammability limit: Not applicable

NFPA  Health: 1  Flammability: 0  Instability: 0  Special: Not Applicable

NFPA Legend
0 - Not Hazardous
1 - Slightly
2 - Moderate
3 - High
4 - Severe

The ratings assigned are only suggested ratings, the contractor/employer has ultimate responsibilities for NFPA ratings where this system is used.

Additional information regarding the NFPA rating system is available from the National Fire Protection Agency (NFPA) at www.nfpa.org.

6. ACCIDENTAL RELEASE MEASURES

Personal Precautions  Avoid contact with skin, eyes and clothing. Ensure adequate ventilation.
Other Information  Prevent further leakage or spillage if safe to do so.
Environmental precautions  See Section 12 for additional Ecological Information.
Methods for Cleaning Up  Soak up with inert absorbent material. Sweep up and shovel into suitable containers for disposal.

7. HANDLING AND STORAGE

Handling  Avoid contact with skin, eyes and clothing. Avoid breathing vapors, spray mists or sanding dust. In case of insufficient ventilation, wear suitable respiratory equipment.
Storage  Keep container tightly closed. Keep out of the reach of children.
Incompatible Materials  No information available

8. EXPOSURE CONTROLS/PERSONAL PROTECTION

Exposure Limits

<table>
<thead>
<tr>
<th>Chemical name</th>
<th>ACGIH TLV</th>
<th>OSHA PEL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Titanium dioxide</td>
<td>TWA: 10 mg/m³</td>
<td>15 mg/m³ - TWA</td>
</tr>
<tr>
<td>Diatomaceous earth</td>
<td>N/E</td>
<td>-</td>
</tr>
</tbody>
</table>
### Engineering Measures
Ensure adequate ventilation, especially in confined areas.

### Personal Protective Equipment

**Eye/Face Protection**
- Safety glasses with side-shields.

**Skin Protection**
- Protective gloves and impervious clothing.

**Respiratory Protection**
- In case of insufficient ventilation wear suitable respiratory equipment.

### Hygiene Measures
- Avoid contact with skin, eyes and clothing. Remove and wash contaminated clothing before re-use. Wash thoroughly after handling.

## 9. PHYSICAL AND CHEMICAL PROPERTIES

<table>
<thead>
<tr>
<th>Property</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Appearance</td>
<td>liquid</td>
</tr>
<tr>
<td>Odor</td>
<td>little or no odor</td>
</tr>
<tr>
<td>Odor Threshold</td>
<td>No information available</td>
</tr>
<tr>
<td>Density (lbs/gal)</td>
<td>9.7 - 9.8</td>
</tr>
<tr>
<td>Specific Gravity</td>
<td>1.16 - 1.18</td>
</tr>
<tr>
<td>pH</td>
<td>No information available</td>
</tr>
<tr>
<td>Viscosity (cps)</td>
<td>No information available</td>
</tr>
<tr>
<td>Solubility(ies)</td>
<td>No information available</td>
</tr>
<tr>
<td>Water solubility</td>
<td>No information available</td>
</tr>
<tr>
<td>Evaporation Rate</td>
<td>No information available</td>
</tr>
<tr>
<td>Vapor pressure</td>
<td>No information available</td>
</tr>
<tr>
<td>Vapor density</td>
<td>No information available</td>
</tr>
<tr>
<td>Wt. % Solids</td>
<td>40 - 50</td>
</tr>
<tr>
<td>Vol. % Solids</td>
<td>30 - 40</td>
</tr>
<tr>
<td>Wt. % Volatiles</td>
<td>50 - 60</td>
</tr>
<tr>
<td>Vol. % Volatiles</td>
<td>60 - 70</td>
</tr>
<tr>
<td>VOC Regulatory Limit (g/L)</td>
<td>&lt; 100</td>
</tr>
<tr>
<td>Boiling Point (°F)</td>
<td>212</td>
</tr>
<tr>
<td>Boiling Point (°C)</td>
<td>100</td>
</tr>
<tr>
<td>Freezing point (°F)</td>
<td>32</td>
</tr>
<tr>
<td>Freezing Point (°C)</td>
<td>0</td>
</tr>
<tr>
<td>Flash point (°F)</td>
<td>Not applicable</td>
</tr>
<tr>
<td>Flash Point (°C)</td>
<td>Not applicable</td>
</tr>
<tr>
<td>Method</td>
<td>Not applicable</td>
</tr>
<tr>
<td>Flammability (solid, gas)</td>
<td>Not applicable</td>
</tr>
<tr>
<td>Upper flammability limit:</td>
<td>Not applicable</td>
</tr>
</tbody>
</table>
10. STABILITY AND REACTIVITY

Reactivity
Not Applicable

Chemical Stability
Stable under normal conditions.

Conditions to avoid
Prevent from freezing.

Incompatible Materials
No materials to be especially mentioned.

Hazardous Decomposition Products
None under normal use.

Possibility of hazardous reactions
None under normal conditions of use.

11. TOXICOLOGICAL INFORMATION

Product Information

Information on likely routes of exposure

Principal Routes of Exposure
Eye contact, skin contact and inhalation.

Acute Toxicity

Product Information
No information available

Symptoms related to the physical, chemical and toxicological characteristics

Symptoms
No information available

Delayed and immediate effects as well as chronic effects from short and long-term exposure

Eye contact
May cause slight irritation.

Skin contact
Substance may cause slight skin irritation. Prolonged or repeated contact may dry skin and cause irritation.

Inhalation
May cause irritation of respiratory tract.

Ingestion
Ingestion may cause gastrointestinal irritation, nausea, vomiting and diarrhea.

Sensitization
May cause an allergic skin reaction

Neurological Effects
No information available.

Mutagenic Effects
No information available.

Reproductive Effects
No information available.

Developmental Effects
No information available.

Target organ effects
No information available.

STOT - single exposure
No information available.

STOT - repeated exposure
No information available.

Other adverse effects
No information available.
Aspiration Hazard  
No information available

Numerical measures of toxicity

The following values are calculated based on chapter 3.1 of the GHS document

ATEmix (oral)  
22275 mg/kg

Component Information

<table>
<thead>
<tr>
<th>Chemical name</th>
<th>Oral LD50</th>
<th>Dermal LD50</th>
<th>Inhalation LC50</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kaolin, calcined 92704-41-1</td>
<td>&gt; 2000 mg/kg (Rat)</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Titanium dioxide 13463-67-7</td>
<td>&gt; 10000 mg/kg (Rat)</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Kaolin 1332-58-7</td>
<td>&gt; 5000 mg/kg (Rat)</td>
<td>&gt; 5000 mg/kg (Rat)</td>
<td>-</td>
</tr>
<tr>
<td>Zinc oxide 1314-13-2</td>
<td>&gt; 5000 mg/kg (Rat)</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Sodium C14-C16 olefin sulfonate 68439-57-6</td>
<td>= 2220 mg/kg (Rat)</td>
<td>&gt; 740 mg/kg (Rabbit)</td>
<td>-</td>
</tr>
</tbody>
</table>

Chronic Toxicity

Carcinogenicity

The information below indicates whether each agency has listed any ingredient as a carcinogen:

<table>
<thead>
<tr>
<th>Chemical name</th>
<th>IARC</th>
<th>NTP</th>
<th>OSHA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Titanium dioxide</td>
<td>2B - Possible Human Carcinogen</td>
<td></td>
<td>Listed</td>
</tr>
</tbody>
</table>

• Although IARC has classified titanium dioxide as possibly carcinogenic to humans (2B), their summary concludes: "No significant exposure to titanium dioxide is thought to occur during the use of products in which titanium dioxide is bound to other materials, such as paint."

Legend

IARC - International Agency for Research on Cancer
NTP - National Toxicity Program
OSHA - Occupational Safety & Health Administration

12. ECOLOGICAL INFORMATION

Ecotoxicity Effects

The environmental impact of this product has not been fully investigated.

Product Information

Acute Toxicity to Fish
No information available

Acute Toxicity to Aquatic Invertebrates
No information available

Acute Toxicity to Aquatic Plants
No information available
Persistence / Degradability
No information available.

Bioaccumulation
No information available.

Mobility in Environmental Media
No information available.

Ozone
No information available

Component Information

Acute Toxicity to Fish
Titanium dioxide
LC50: > 1000 mg/L (Fathead Minnow - 96 hr.)

Acute Toxicity to Aquatic Invertebrates
No information available

Acute Toxicity to Aquatic Plants
No information available

13. DISPOSAL CONSIDERATIONS

Waste Disposal Method
Dispose of in accordance with federal, state, and local regulations. Local requirements may vary, consult your sanitation department or state-designated environmental protection agency for more disposal options.

14. TRANSPORT INFORMATION

DOT
Not regulated

ICAO / IATA
Not regulated

IMDG / IMO
Not regulated

15. REGULATORY INFORMATION

International Inventories
TSCA: United States  Yes - All components are listed or exempt.
DSL: Canada  Yes - All components are listed or exempt.

Federal Regulations
SARA 311/312 hazardous categorization
Acute health hazard: Yes
Chronic Health Hazard: No
Fire hazard: No
Sudden release of pressure hazard: No
Reactive Hazard: No

**SARA 313**
Section 313 of Title III of the Superfund Amendments and Reauthorization Act of 1986 (SARA). This product contains a chemical or chemicals which are subject to the reporting requirements of the Act and Title 40 of the Code of Federal Regulations, Part 372:

*None*

**Clean Air Act, Section 112 Hazardous Air Pollutants (HAPs) (see 40 CFR 61)**
This product contains the following HAPs:

*None*

**US State Regulations**

**California Proposition 65**

⚠️ **WARNING:** Cancer and Reproductive Harm– www.P65warnings.ca.gov

**State Right-to-Know**

<table>
<thead>
<tr>
<th>Chemical name</th>
<th>Massachusetts</th>
<th>New Jersey</th>
<th>Pennsylvania</th>
</tr>
</thead>
<tbody>
<tr>
<td>Titanium dioxide</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Diatomaceous earth</td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Kaolin</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
</tbody>
</table>

**Legend**

X - Listed

---

**16. OTHER INFORMATION**

**HMIS**

- Health: 1  
  - Flammability: 0  
  - Reactivity: 0  
  - PPE: -

**HMIS Legend**

0 - Minimal Hazard
1 - Slight Hazard
2 - Moderate Hazard
3 - Serious Hazard
4 - Severe Hazard
* - Chronic Hazard
X - Consult your supervisor or S.O.P. for “Special” handling instructions.

Note: The PPE rating has intentionally been left blank. Choose appropriate PPE that will protect employees from the hazards the material will present under the actual normal conditions of use.

*Caution: HMIS® ratings are based on a 0-4 rating scale, with 0 representing minimal hazards or risks, and 4 representing significant hazards or...*
risks. Although HMIS® ratings are not required on MSDSs under 29 CFR 1910.1200, the preparer, has chosen to provide them. HMIS® ratings are to be used only in conjunction with a fully implemented HMIS® program by workers who have received appropriate HMIS® training. HMIS® is a registered trade and service mark of the NPCA. HMIS® materials may be purchased exclusively from J. J. Keller (800) 327-6868.

**WARNING!** If you scrape, sand, or remove old paint, you may release lead dust. LEAD IS TOXIC. EXPOSURE TO LEAD DUST CAN CAUSE SERIOUS ILLNESS, SUCH AS BRAIN DAMAGE, ESPECIALLY IN CHILDREN. PREGNANT WOMEN SHOULD ALSO AVOID EXPOSURE. Wear a NIOSH approved respirator to control lead exposure. Clean up carefully with a HEPA vacuum and a wet mop. Before you start, find out how to protect yourself and your family by contacting the National Lead Information Hotline at 1-800-424-LEAD or log on to www.epa.gov/lead.

Prepared By: Product Stewardship Department
Benjamin Moore & Co.
101 Paragon Drive
Montvale, NJ 07645
800-225-5554

Revision Date: 05-Jan-2021
Revision Summary: Not available

Disclaimer
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End of Safety Data Sheet