1. PRODUCT AND COMPANY IDENTIFICATION

Product Name: FRESH START MULTI-PURPOSE LATEX PRIMER DEEP COLOR BASE
Product Code: N02304
Alternate Product Code: N02304
Product Class: WATER THINNED PAINT
Color: All
Recommended use: Paint
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 (US): 800-424-9300
CHEMTREC (outside US): (703)-527-3887

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
Other hazards
May cause allergic skin reaction

### 3. COMPOSITION INFORMATION ON COMPONENTS

<table>
<thead>
<tr>
<th>Chemical name</th>
<th>CAS No.</th>
<th>Weight-%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Titanium dioxide</td>
<td>13463-67-7</td>
<td>5</td>
</tr>
<tr>
<td>Diatomaceous earth</td>
<td>61790-53-2</td>
<td>5</td>
</tr>
<tr>
<td>Kaolin</td>
<td>1332-58-7</td>
<td>5</td>
</tr>
<tr>
<td>Zinc oxide</td>
<td>1314-13-2</td>
<td>1</td>
</tr>
<tr>
<td>Hexanedioic acid, dihydrazide</td>
<td>1071-93-8</td>
<td>0.5</td>
</tr>
<tr>
<td>Sodium C14-C16 olefin sulfonate</td>
<td>68439-57-6</td>
<td>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
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>10 mg/m³ - TWA</td>
<td>15 mg/m³ - TWA</td>
</tr>
<tr>
<td>Diatomaceous earth</td>
<td>N/E</td>
<td>20mppcf - TWA</td>
</tr>
<tr>
<td>Kaolin</td>
<td>2 mg/m³ - TWA</td>
<td>15 mg/m³ - TWA</td>
</tr>
<tr>
<td>Zinc oxide</td>
<td>2 mg/m³ - TWA</td>
<td>5 mg/m³ - TWA</td>
</tr>
<tr>
<td></td>
<td>10 mg/m³ - STEL</td>
<td>15 mg/m³ - TWA</td>
</tr>
</tbody>
</table>
Legend
ACGIH - American Conference of Governmental Industrial Hygienists Exposure Limits
OSHA - Occupational Safety & Health Administration Exposure Limits
N/E - Not Established

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>9.5 - 9.9</td>
</tr>
<tr>
<td>Specific Gravity</td>
<td>1.14 - 1.19</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 @20 °C (kPa)</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>
<tr>
<td>Lower flammability limit:</td>
<td>Not applicable</td>
</tr>
<tr>
<td>Autoignition Temperature (°F)</td>
<td>No information available</td>
</tr>
<tr>
<td>Autoignition Temperature (°C)</td>
<td>No information available</td>
</tr>
<tr>
<td>Decomposition Temperature (°F)</td>
<td>No information available</td>
</tr>
<tr>
<td>Decomposition Temperature (°C)</td>
<td>No information available</td>
</tr>
<tr>
<td>Partition coefficient</td>
<td>No information available</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)**
22243 mg/kg

**Component Information**
Titanium dioxide
LD50 Oral: > 10000 mg/kg (Rat)
Kaolin
LD50 Oral: > 5000 mg/kg (Rat)
Zinc oxide
LD50 Oral: 5000 mg/kg (Rat)
LC50 Inhalation (Dust): > 5700 mg/m³ (Rat, 4 hr.)

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</td>
<td></td>
<td>Listed</td>
</tr>
<tr>
<td></td>
<td>Carcinogen</td>
<td></td>
<td></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 No
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

<table>
<thead>
<tr>
<th>HMIS</th>
<th>Health</th>
<th>Flammability</th>
<th>Reactivity</th>
<th>PPE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>-</td>
</tr>
</tbody>
</table>

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: 13-Aug-2018
Revision Summary: Not available

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END OF SAFETY DATA SHEET