

Embrace a world of vintage charm and contemporary allure with Pure & Original Classico, an eco-friendly, water-durable, chalk-based indoor paint. It offers a luxurious, chalky, matte finish with naturally pigmented colours perfect for all your chalk-based paint ideas.

‘Intensely matte and velvety soft’

Are you looking for a washable wall paint?  
Then, Licetto might be your best option; this matte, hyper-washable paint is not prone to shiny spots.



Visit [www.pure-original.com](http://www.pure-original.com) for more information and instructional videos.



# CLASSICO & LICETTO

Intensely matte wall paint





**How to apply Classico?**  
Watch the instructional video.

### What is chalk-based paint?

In recent years, chalk-based paint has gained popularity in interior design. It provides a unique matte finish and a rustic aesthetic ideal for walls, ceilings, and furniture. This matte finish lends a charming look that can be both modern and classic. Additionally, chalk-based paint offers excellent coverage, typically requiring just one or two coats to achieve the desired colour. Its natural pigments and low VOC content make it a sustainable choice.

### Advantages of chalk-based paint

- Full of colour and super matte
- Lightly washable
- Environmentally friendly
- A professional water-based chalk-based paint
- Made with 100% natural and organic pigments
- A soft and velvety look
- Due to the use of natural and organic pigments in an extra high dose, the paint has a deep, intense fullness of colour. Chalk-based paint is available in all Pure & Original colours.
- Classico chalk-based paint can be applied directly without a primer.

### What is the difference between chalk-based paint and lime paint?

Chalk-based paint and lime paint are terms often used interchangeably, but they refer to two distinct types of paint. Chalk-based paint has a matte finish and a solid appearance. In contrast, lime paint is also flat but features colour variations and nuances.

### What is the difference between Classico chalk-based paint and Licetto?

If you're looking to paint a wall in an area sensitive to moisture and stains and needs regular cleaning, consider Licetto. It is a washable wall paint with a matte finish, similar to Classico chalk-based paint. Although matte, the appearance of Licetto is less powdery and velvety than Classico chalk-based paint.

**How to apply Licetto?**  
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