



your guide to
LOW- AND ZERO-VOC PAINTS
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Emitted from paint as potentially harmful gases, volatile organic compounds, or VOCs, are a hot—and rather complicated—topic when it comes to indoor air quality. Manufacturers have developed paints with reduced VOCs to meet consumer demand and industry regulations, which vary across the country.

Not surprisingly, paint comes in many shades of green. To compare, start with the VOC content found on paint can labels. The lower the number, the better. The number generally accepted for a low-VOC paint is less than 50 grams per liter; a zero-VOC paint has fewer than 5 grams per liter. In general, lower VOC amounts are found in paint that is latex (rather than

alkyd), with a flat (rather than glossy) sheen, and is a light color, but individual formula variations can make it difficult to compare. In all cases, though, VOC amounts on labels don't currently include VOCs in colorants added at the store. For independent certifications and standards, see greenseal.org and greenguard.org (which measures VOC emissions).

Use this chart to help you compare your options. Only companies with verified information on paint that has a VOC content of 50 grams per liter or less are included. Information is subject to change; be sure to check each manufacturer's Web site for the most current information.

COMPANY	PAINT COLLECTION(S)	VOC CONTENT (grams per liter)	APPROXIMATE PRICE (per gallon)	FOR MORE INFORMATION
AFM - American Formulating and Manufacturing	Safecoat	0	\$32-\$42	800/239-0321; afmsafecoat.com
AkzoNobel Decorative Paints US	The Freshaire Choice	0	\$35-\$38, only at Home Depot	866/880-0304; thefreshairechoice.com
Anna Sova Luxury Organics	Anna Sova Healthy Paint	0	\$69	214/742-7682; annasova.com
BEHR Process Corp.	BEHR Premium Plus Interior	<50	\$28	877/237-6158; behr.com
Benjamin Moore & Co.	Aura	<50	\$55	888/262-6567; myaurapaint.com
BioShield Paints	Solvent Free Wall Paint; Casein Milk Paint; Clay Paint; Kinder Paint	0 (in each collection)	\$35-42; \$35 for 1.5 gallons; \$42; \$42	800/621-2591; bioshieldpaint.com
Devine Color	Devine Color; devinegreen	<50; 1.4	\$38-\$40, \$40	503/387-5840; devinecolor.com
Dunn-Edwards	EcoShield (flat, low sheen, semigloss); Walltone latex (flat); Decovel latex (flat); Suprema latex (low sheen)	From <8 to 50, depending on collection & sheen	\$34-48, \$28; \$35; \$41	dunnedwards.com
Duron Paints & Wallcoverings	Genesis Odor-Free	10-44, depending on sheen	\$37-\$41	800/723-8766; duron.com
Dutch Boy	Clarity Interior Latex; Kid's Room	0; 5-32	\$25-\$29; from \$21	800/828-5669; dutchboy.com
Eco-Trend Corp.	Eco-Trend Collagen	0	\$32-\$35	888/889-5925; ecotrendlife.com
Farrow & Ball	Estate Emulsion (flat); Modern Emulsion (slight sheen); Water-Based Eggshell	0 (in each collection)	\$70; \$78; \$88	888/511-1121; farrow-ball.com
Glidden	Evermore	<50	\$17-\$23	800/454-3336; glidden.com

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Green Planet Paints	Clay Paint	0	\$42-\$46	greenplanetpaints.com
Hirshfield's	Preserve Paint	<50	\$24-25	hirshfields.com
Homestead House Paint Co.	VOC Free Interior Edition Latex	0	\$60	877/886-5098; homesteadhouse.ca
McCormick Paints	Natural Odor Free; Match Point Interior Latex (flat); Tempo Interior (flat)	<5; <50; <50	\$34-\$39; \$23-\$25; \$30-\$33	877/724-6855; mccormickpaints.com
Miller Paint Co.	Acro Pure	0	\$27-\$30	800/852-3254; millerpaint.com
Mythic Paint	Mythic Paint	0	\$45-\$55	888/714-9422; mythicpaint.com
The Old Fashioned Milk Paint Co.	Old Fashioned Milk Paint; SafePaint	0 (in both collections)	\$46; \$46	866/350-6455; milkpaint.com
Olympic Paint & Stain	Olympic Premium Interior	0	from \$17, only at Lowe's	800/441-9695; olympic.com
Parker Paint Mfg. Co.	Klean Air (flat, satin, semigloss)	5	\$41-\$44	253/473-1122; parkerpaint.com
PPG/Pittsburgh Paints	Pure Performance; Manor Hall Timeless Interior	0; <50	\$25-\$30; \$35-\$45	pittsburghpaints.com
Pratt & Lambert	Red Seal Porcelain	35.8-48.5	\$29-\$34	800/289-7728; prattandlambert.com
The Real Milk Paint Co.	Real Milk Paint	0	\$46	800/339-9748; realmilkpaint.com
Rodda Paint Co.	Horizon	0	\$28-\$37	800/452-2315; roddapaint.com
Sherwin-Williams	Harmony Interior Latex; Duration Home Interior Latex (satin)	0; 17	from \$36; from \$43	800/474-3794; sherwin-williams.com
Sico, Inc.	Sico Design	0	\$49	800/463-7426; sico.ca
Vista Paint	Earth Coat latex (flat, eggshell, semigloss); Carefree acrylic (flat and semigloss)	2-7; 44-49	\$24-\$28; \$28-\$37	714/680-3800; vistapaint.com
YOLO Colorhouse	YOLO Colorhouse Inside	0	\$40	877/493-8275; yolocolorhouse.com