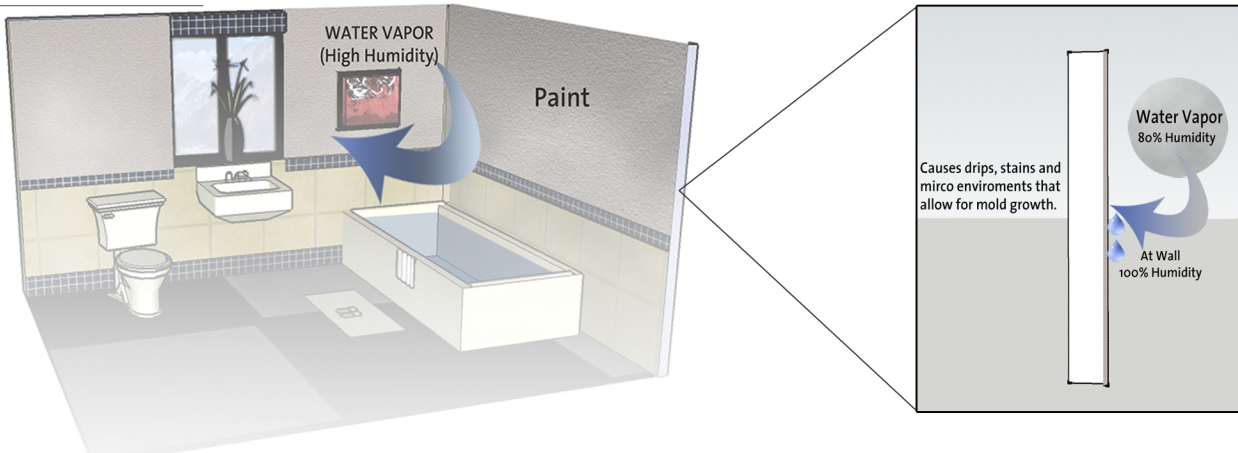


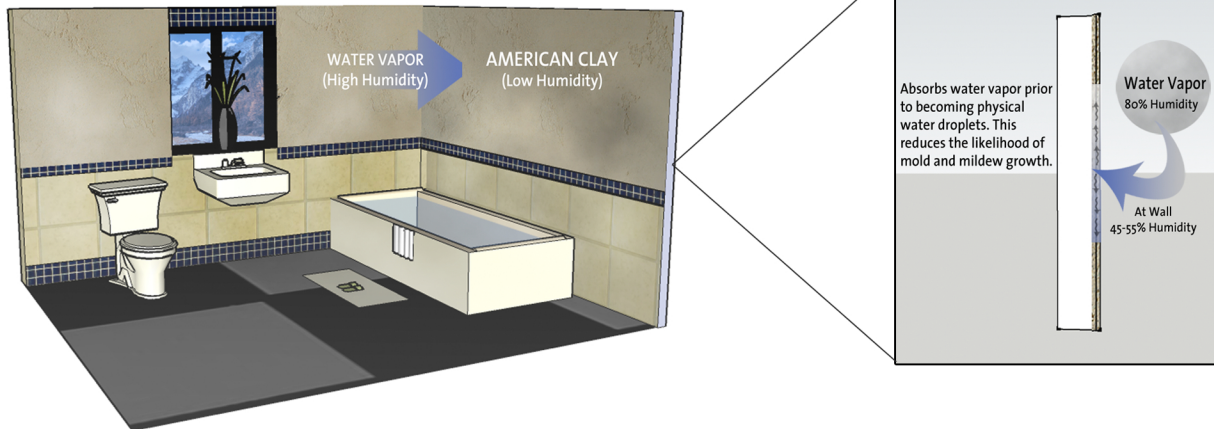
Humidity Buffering

One of the key features of using American Clay plasters on your walls is its ability to help control water vapor in your living space. This is significant because of what it can alleviate from the rooms where you have used our earth plasters. This ability to absorb water vapor during periods of high humidity, and release this vapor during periods of low humidity is typically referred to as “humidity buffering”.

HIGH HUMIDITY

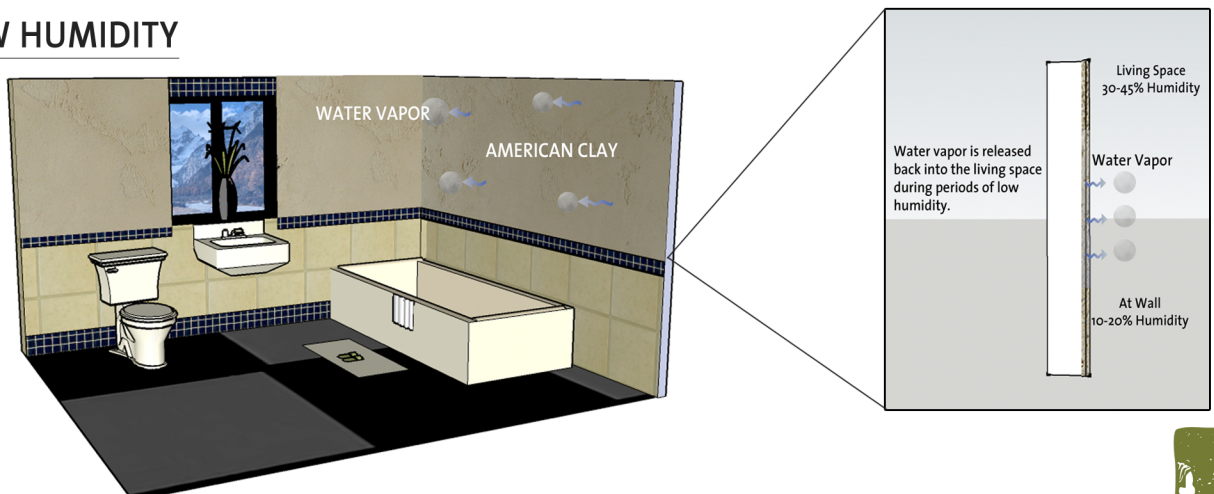


Painted walls allow for humidity levels to climb until moisture condenses on the surface. This allows moisture to collect on the surface of the finish and produce a micro-environment ideal for mold and mildew growth.



Walls with American Clay absorb the moisture before it can cause problems. This reduces the likelihood of mold and mildew growth.

LOW HUMIDITY



As the interior humidity drops, the American Clay plaster naturally releases the moisture back into the space, helping to maintain a more constant humidity. This continues until the plaster reaches about 10% to 12% moisture content, and the cycle stops.

**The more clay used in a space the greater capacity there is to capture moisture and the greater the humidity buffering.



AMERICAN CLAY
Naturally Beautiful Walls™
U.S. PATENT PENDING