

*Zest-it* is Celebrating 25 years of Safer Solutions for Artists.

To celebrate our 25 years as Fine Art Materials manufacturers we decided to add 25 new Zest-it products to our range. We have accomplished this, however, the main product we are very proud of is our beautiful handmade Zest-it Cold Wax Paint.

Many people had asked us about a Cold Wax Paint or the equivalent, that could be used with painting knives and brushes. Making it suitable for painting traditional style landscapes, instead of abstracts, using the oil painting tools and equipment they already owned. Cold Wax is clearly evolving from the traditional additive for oil painting, to a media in its own right.

The development of this product had started almost ten years ago, more for my personal use in oil painting than as a retail product. Much experimentation, research, trials and testing has been carried out to achieve the final, elegant, new paint product.



Our paints are made by hand using techniques and methods we have developed to produce our unique Cold Wax Paint.

The paint consists of a similar formula to our very popular Cold Wax Painting Medium with the addition of high quality, pure, single pigment colours, many being natural pigments, chosen for their attributes and suitability for use with wax.

All of the Cold Wax Paints are archival, have excellent lightfastness and retain the inherent character of the wax.

The translucent quality of the wax is also maintained because there are no fillers or extenders to compromise the quality. All the paint colours are intermixable and like the rest of our Zest-it products they are non-toxic and non-flammable.

The colour chart showing the celebratory 25 which are: Stone White; Primrose Yellow; Lemon Yellow; Yellow Ochre; Cadmium Yellow; Saffron Yellow; Cad Yellow Deep; Ruby Orange; Brick Red; Dark Red; Pillarbox Red; Rose Red; Peacock Blue; Ultramarine Blue; Indigo Blue; Racing Green; Cadmium Green; .....



**Ultramarine Violet; Burnt Umber; Natural; Burnt Sienna; Paynes Grey; Graphite Black; Soot Black; Iron Black.**

**These are the 25 colours to start the celebration, with a Silver as a Limited Edition Anniversary colour and another 15 colours before the end of the year.**

To facilitate the use of our Zest-it Cold Wax Paint with brushes and painting knives for applying in a more traditional manner, we developed two new wax mediums. These can give far more versatility to the paint and benefit the artist who wishes to obtain a wider range of brush marks and a unique style.

It also negates the use any type of oil paint and reduces the need for solvents.

The **New Zest-it Cold Wax Detail Medium** when mixed with the Cold Wax Paint makes the paint easier to apply using typical oil painting brushes, keeping the characteristics of the wax, allowing for more versatility and painterly brush strokes.

The **New Zest-it Cold Wax Liquifying Medium** when





mixed with the Cold Wax Paint makes the paint thin enough for line-work, but retains body. This medium thins the paint enough for use with a rigger or liner brush.

The existing Zest-it Cold Wax Painting Medium, can be used to, in effect, 'thicken' the paint for more pronounced knife work, thereby giving texture and a tactile finish to the surface. These mediums therefore widen the possibilities for the Artist using Cold Wax Paint.

Historically wax has been painted on many surface both flexible and rigid, providing there is some absorbency and tooth to the surface the wax can live a good life.

We have sought expertise to produce our **New 'Paper for Cold Wax' pads.**

The papers are acid free, wood free and available as a Not surface; 140lb; in Black or White; in A3 and A4 sizes - very suitable surfaces for painting with Cold Wax Paint.

The Cold Wax Paint, the New Mediums and Papers will be available from your normal Retail shop or online.

Enjoy the experience.

*Jacqui Blackman.*  
Director of Zest-it



Our Product information website <https://www.zest-it.com>

Our Wax information website <https://www.artywax.co.uk>

Our Facebook page <https://www.facebook.com/ZestitArtProducts/>

*This article is in the A&I magazine that comes out 9.Aug.21*

