

Liquitex[®]
PROFESSIONAL

— **ACRYLIC** TM —
GOUACHE

The ultra-pigmented acrylic.
Solid matte finish.



ACRYLIC GOUACHE

The most intense colors.
A flat, matte effect. No brush strokes. No cracks. No need to dilute. Superb fluidity and application. All with a permanent, water-resistant finish when dry.

Ultra-pigmented	✓
Smooth & fluid	✓
No brush strokes	✓
Matte finish	✓
No need to dilute	✓
Non-cracking	✓
Opaque/semi-opaque	✓
Permanent when dry	✓

50 COLORS



Introducing Liquitex Acrylic Gouache. Perfect for fine art, design and illustration, layering, solid color blocking and mixed media, in a spectrum of 50 intermixable colors.

We've reimagined the traditional gouache, using Liquitex innovation to bring you a gouache paint with the extra benefits of an acrylic.

Techniques

Fine art painting	✓
Solid color blocking	✓
Layering	✓
Illustration & design	✓
Collage & mixed media	✓

Surfaces

Paper & board	✓
Stretched canvas	✓
Wood	✓
Textiles	✓

Flat & Matte

Ideal for illustration and design.

Gouache is traditionally the go-to for flat, matte results. Our next-generation formula is no exception, giving you solid matte color without reflections or brush strokes. Because it doesn't reflect the light, it's perfect for scanning and mixing with digital effects - making it ideal for illustration and design work.

Opacity

Acrylic Gouache pushes the opacity of each color to its limits.

Each color is individually developed to create the optimum opacity possible for its pigment type. It's all down to a very careful balance of pigment, the amounts used, and particle size distribution. This results in the best possible combination of opacity versus flexibility, with minimum show through. Even on black and patterned backgrounds.



Extreme color intensity

Think of gouache, think of saturated color.

And ours packs a punch. The technology inside is complex, taking two years in the lab to develop. The innovative formula has a super-concentration of pure, ultra-fine pigments dispersed evenly in a flexible acrylic vehicle. It contains the highest intensity of pigment in any of our paints, giving you serious color payoff every time.



Fluidity. Without water

So smooth.

Traditional gouaches need water to ease their way. Our acrylic gouache gives you a creamy, fluid texture with superb brush-out, straight from the bottle. Application feels effortless and flowing, with no drag - making it perfect for large area coverage or fine detail. And because you don't need to add water, your colors keep their true vibrancy.

Non-cracking

A lasting, crack-free finish.

Due to the high level of pigment, most gouaches can crack when drying. Ours sets a new benchmark. The acrylic vehicle brings flexibility to the paint film, giving you a reliable, non-cracking finish.

Competitor acrylic gouache



Liquitex Acrylic Gouache



Water-resistant

Get a new level of permanence and water-resistance not normally seen in a gouache.

Because it's acrylic, our gouache dries quickly and doesn't move once dry - which means you can overpaint without bleeding and achieve multi-layered, velvety surface effects. It has the perfect surface tension, so you can use it on any acrylic-friendly substrate.



THE PERFECT BOTTLE

When you're working, your tools need to work for you.

Our ergonomic bottle and clear labeling have been designed in collaboration with artists, to help us create what we believe is the perfect format. It's fully reuseable and recyclable, and not a drop of paint will go to waste.



COLOR CHART

			
889 CADMIUM FREE YELLOW LIGHT	410 PRIMARY YELLOW PY74	890 CADMIUM FREE YELLOW MEDIUM	891 CADMIUM FREE YELLOW DEEP
S2  	S1  	S2  	S2  
			
905 SCARLET	894 CADMIUM FREE RED MEDIUM	415 PRIMARY RED PV19	895 CADMIUM FREE RED DEEP
P073 • PR112 • PW6 S2  	S2  	S1  	S2  
			
186 DIOXAZINE PURPLE PV23	320 PRUSSIAN BLUE HUE PB15:3 • PBK11 • PV23	316 PHTHALOCYANINE BLUE green shade PB15:3	382 ULTRAMARINE BLUE red shade PB29
S1  	S1  	S1  	S1  
			
660 BRIGHT AQUA GREEN PB15:3 • PG7 • PW6	561 TURQUOISE DEEP PW6 • PG7 • PB15:3	398 VIRIDIAN HUE PY184 • PB15:3	450 EMERALD GREEN PY184 • PG7
S1  	S1  	S2  	S2  
			
335 RED OXIDE PV42 • PR101	127 BURNT SIENNA PB7 • PR101	331 RAW UMBER PY184 • PB7 • PW6	128 BURNT UMBER PY184 • PB7 • PW6
S1  	S1  	S1  	S1  
			
244 IVORY BLACK PBk9	276 MRS BLACK PBk11	985 FLUORESCENT GREEN	981 FLUORESCENT YELLOW
S1  	S1  	S2  	S2  
			
234 IRIDESCENT BRIGHT GOLD	236 IRIDESCENT BRIGHT SILVER		
S1  	S1  		

50
COLORS

<p>810 LIGHT PINK</p> <p>PW6 • P073 • PY83</p> <p>S1 ■ ☉</p>	<p>259 PEACH</p> <p>P073 • PY74 • PW6</p> <p>S1 ■ ☉</p>	<p>892 CADMIUM-FREE ORANGE</p> <p>S2 ■ ☉</p>	<p>893 CADMIUM-FREE RED LIGHT</p> <p>S2 ■ ☉</p>
<p>114 QUINACRIDONE MAGENTA</p> <p>PR122</p> <p>S2 ■ ☉</p>	<p>500 MEDIUM MAGENTA</p> <p>PR122 • PW6</p> <p>S1 ■ ☉</p>	<p>590 BRILLIANT PURPLE</p> <p>PW6 • PV23</p> <p>S1 ■ ☉</p>	<p>391 PRISM VIOLET</p> <p>PR122 • PV23 • PW6</p> <p>S2 ■ ☉</p>
<p>420 PRIMARY BLUE</p> <p>PB15:1</p> <p>S1 ■ ☉</p>	<p>470 CERULEAN BLUE HUE</p> <p>PB15:3 • PB29 • PG7 • PW6</p> <p>S1 ■ ☉</p>	<p>279 SKY BLUE</p> <p>PB15:3 • PG7 • PW6</p> <p>S1 ■ ☉</p>	<p>770 LIGHT BLUE PERMANENT</p> <p>PB15:3 • PG7 • PW6</p> <p>S1 ■ ☉</p>
<p>224 HOOKE'S GREEN HUE PERMANENT</p> <p>PY83 • PG7</p> <p>S1 ■ ☉</p>	<p>740 VIVID LIME GREEN</p> <p>PY184 • PG7 • PW6</p> <p>S2 ■ ☉</p>	<p>416 YELLOW OXIDE</p> <p>PY42 • PW6</p> <p>S1 ■ ☉</p>	<p>330 RAW SIENNA</p> <p>PY184 • PY42 • PB7 • PW6</p> <p>S1 ■ ☉</p>
<p>599 NEUTRAL GRAY 5</p> <p>PBK9 • PB7 • PW6</p> <p>S1 ■ ☉</p>	<p>600 NEUTRAL GRAY 7</p> <p>PBK9 • PB7 • PW7 • PW6</p> <p>S1 ■ ☉</p>	<p>434 UNBLEACHED TITANIUM</p> <p>PY42 • PR101 • PBK11 • PW6</p> <p>S1 ■ ☉</p>	<p>432 TITANIUM WHITE</p> <p>PW6</p> <p>S1 ■ ☉</p>
<p>982 FLUORESCENT ORANGE</p> <p>S2 ■ ☉</p>	<p>983 FLUORESCENT RED</p> <p>S2 ■ ☉</p>	<p>987 FLUORESCENT OPERA PINK</p> <p>S2 ■ ☉</p>	<p>986 FLUORESCENT VIOLET</p> <p>S2 ■ ☉</p>

KEY TO CODING

SERIES

S1 Series 1
S2 Series 2

OPACITY RATING

■ Opaque
■ Semi-Opaque
□ Transparent

ASTM LIGHTFASTNESS RATING

☉ Excellent
☉ Very good
☉ Not ASTM rated

A HISTORY OF INVENTION

Challenging the established ways of doing things is in our DNA.

It's how we invented the first water-based acrylic paint in 1955, helping to revolutionize the art world. Before 1955, oils, watercolors and solvent-based acrylics were the only choices for artists. Our new acrylic, created by our founder Henry Levison, could be used on almost any surface. It dried quickly, cleaned-up with water and worked in a range of viscosities. Henry tried to come up with a name that captured the essence of the medium and the fact that it could go from fluid liquidity to heavy texture - and everywhere else in between. He called it Liquid Texture or Liquitex.



Infinite intermixability

Create your own techniques with archival results.

Liquitex intermixability gives you the power to combine any of our paints and mediums, any way you like. Compatible binders let you seamlessly layer, blend and mix all our products with stable, archival results.

The Liquitex intermixable system

All products are water-based and lightfast*

PROFESSIONAL



HEAVY BODY ACRYLIC (105 COLORS)

High viscosity acrylic, ideal for impasto and texture. Retains crisp brush strokes and palette knife marks.



SOFT BODY ACRYLIC (100 COLORS)

Low viscosity acrylic. Multi-technique, with great surface coverage. Retains subtle brush strokes.



ACRYLIC GOUACHE (50 COLORS)

The most highly pigmented of all our paints. Solid, flat, matte. No brush strokes. No cracking. No need to dilute.



SPRAY PAINT (100 COLORS)

Professional pigmented matte paint in a spray. Low odor, water-based technology, highly lightfast*.



ACRYLIC MARKER (50 COLORS)

Permanent acrylic paint made with fine art pigment. In a marker-style pen for the ultimate control.



ACRYLIC INK (35 COLORS)

Ultra-fluid acrylic ink made with lightfast* fine art pigment. No dyes. No fade. Water-resistant when dry.



MEDIUMS

Acrylic mediums for every technique. Every surface. From high functioning preps to experimental effects and finishes.



TOOLS

Professional brushes, palette knives and accessories. Designed with artists. Built to last.



BASICS (72 COLORS)

Everyday acrylics, mediums and tools made for all artists - from students to professionals.

BASICS

*Fluorescent and metallic paints are naturally less lightfast.

Artists' acrylics
since 1955.

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