

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	✓
Opaque/semi-opaque	✓
Smooth & fluid	✓
No brush strokes	✓
Matte finish	✓
No need to dilute	✓
Non-cracking	✓
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.

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.

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.



Flat & Matte

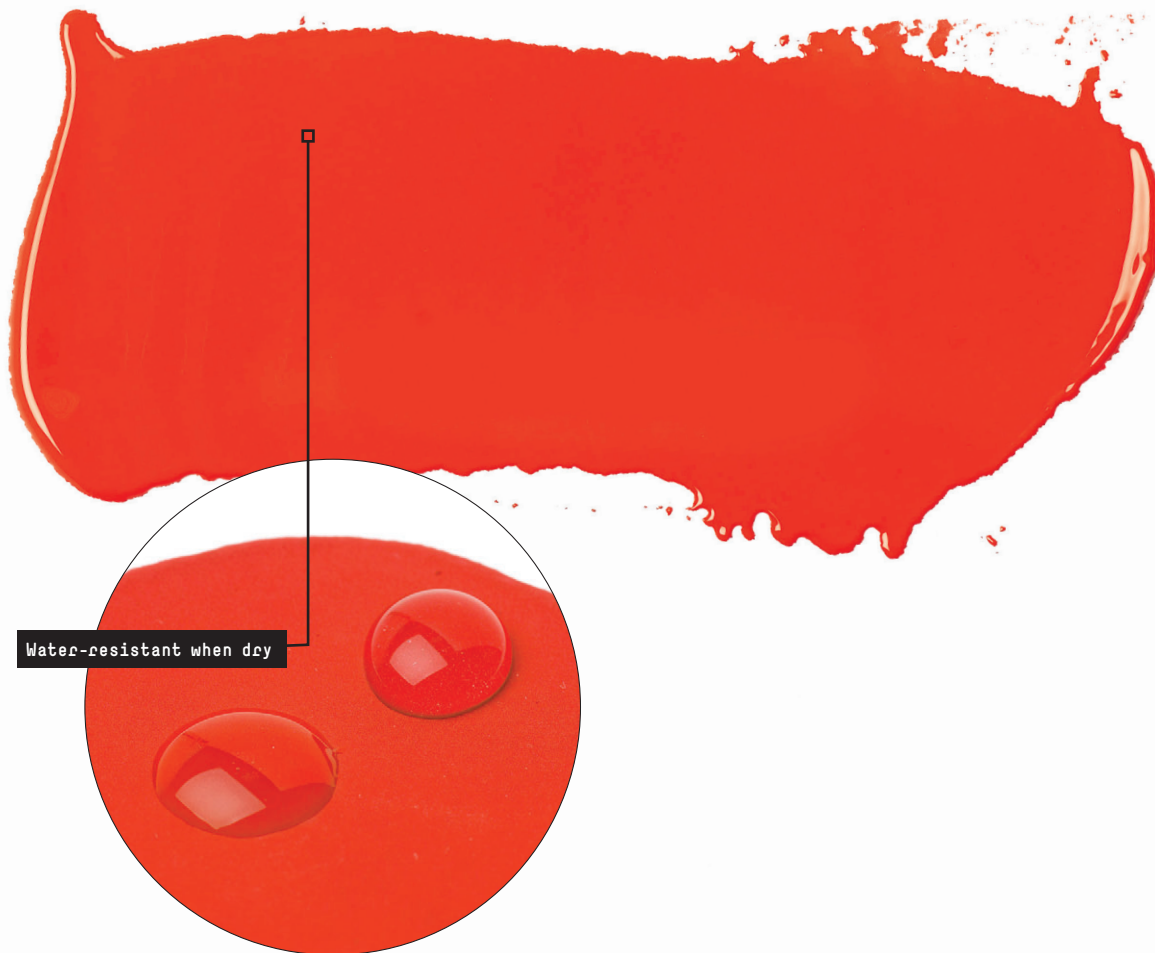
Ideal for illustration and design.

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.

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.



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.

Archival quality

The professional standard.

On a client's wall. In a gallery. Your work needs to stay as you intended. As with all Liquitex tools, the pigments in Acrylic Gouache have passed extensive tests for lightfastness. Each pigment is rated according to the American Society for Testing & Materials (ASTM), and we only use pigments rated ASTM I or II*. This means your work will have the greatest archival permanence possible – at least 50 years+ in gallery conditions – with no color shifting or fading, to stay vibrant and true.



Competitor acrylic gouache



Liquitex Acrylic Gouache



* Fluorescent and metallic pigments are naturally less lightfast.

THE PERFECT BOTTLE

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

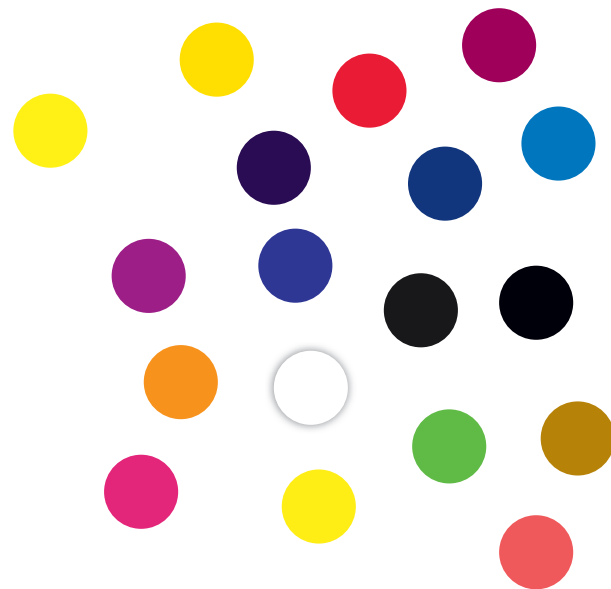
Our ergonomic bottle and clear labelling have been designed in collaboration with artists, to help us create what we believe is the perfect format. It's fully reuseable and recyclable, and not a drop of paint will go to waste.



THE COLORS

Extend your palette with a versatile, balanced collection of 50 matte colors, developed by our team of chemists and resident artists.

We've included all the essentials of the artist palette as well as some specialty colors.



18 **Single pigment colors**
These give the purest colors with the largest possible range of clean mixes.



3 **Pure primaries**
With no white added to increase opacity, these single pigment primaries give you the cleanest mixes possible and are perfect for color theory.



6 **Fluorescents**
If you want standout luminous color that also illuminates under UV light, you've found it.*



7 **Cadmium-free colors**
If you're concerned about cadmium but want the same vibrancy and opacity, these are the alternative.



ALL colors are safe – the whole range holds the “Approved Product” seal. This means the range has been certified by the ACMI (Art and Creative Materials Institute) to contain no materials in sufficient quantities to be toxic or harmful to humans or to cause health problems.

*Like all fluorescent paints, these colors are naturally less opaque, lightfast and crack-resistant.

THE RANGE

Acrylic Gouache is available in a standard 2oz bottle. You can find smaller 0.74oz bottles in the Acrylic Gouache sets.



0.74oz (22ml)
sets only



2oz (59ml)
50 colors



Techniques

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

Surfaces

Paper & board	✓
Stretched canvas	✓
Wood	✓
Textiles	✓

COLOR CHART



889
CADMIUM-FREE
YELLOW LIGHT

S2

410
PRIMARY
YELLOW
PY74

S1

890
CADMIUM-FREE
YELLOW MEDIUM

S2

891
CADMIUM-FREE
YELLOW DEEP

S2



905
SCARLET
P073 • PR112 • PW6

S2

894
CADMIUM-FREE
RED MEDIUM

S2

415
PRIMARY
RED
PV19

S1

895
CADMIUM-FREE
RED DEEP

S2



186
DIOXAZINE
PURPLE
PV23

S1

320
PRUSSIAN
BLUE HUE
PB15:3 • PBK11 • PV23

S1

316
PHTHALOCYANINE BLUE
green shade
PB15:3

S1

382
ULTRAMARINE BLUE
red shade
PB29

S1



660
BRIGHT AQUA
GREEN
PB15:3 • PG7 • PW6

S1

561
TURQUOISE
DEEP
PW6 • PG7 • PB15:3

S1

398
VIRIDIAN
HUE
PY184 • PB15:3

S2

450
EMERALD
GREEN
PY184 • PG7

S2



335
RED
OXIDE
PY42 • PR101

S1

127
BURNT
SIENNA
PB7 • PR101

S1

331
RAW
UMBER
PY184 • PB7 • PW6

S1

128
BURNT
UMBER
PY184 • PB7 • PW6

S1



244
IVORY
BLACK
PBk9

S1

276
MARS
BLACK
PBk11

S1

985
FLUORESCENT
GREEN

S2

981
FLUORESCENT
YELLOW

S2



234
IRIDESCENT
BRIGHT GOLD

S1

236
IRIDESCENT
BRIGHT SILVER

S1

50 COLORS



810
LIGHT PORTRAIT
PINK
PW6 • P073 • PY83

S1

259
PEACH
P073 • PY74 • PW6

S1

892
CADMIUM-FREE
ORANGE

S2

893
CADMIUM-FREE
RED LIGHT

S2



114
QUINACRIDONE
MAGENTA
PR122

S2

500
MEDIUM
MAGENTA
PR122 • PW6

S1

590
BRILLIANT
PURPLE
PW6 • PV23

S1

391
PRISM
VIOLET
PR122 • PV23 • PW6

S2



420
PRIMARY
BLUE
PB15:1

S1

470
CERULEAN
BLUE HUE
PB15:3 • PB29 • PG7 • PW6

S1

279
SKY
BLUE
PB15:3 • PG7 • PW6

S1

770
LIGHT BLUE
PERMANENT
PB15:3 • PG7 • PW6

S1



224
HOOKER'S GREEN
HUE PERMANENT
PY83 • PG7

S1

740
VIVID LIME
GREEN
PY184 • PG7 • PW6

S2

416
YELLOW
OXIDE
PY42 • PW6

S1

330
RAW
SIENNA
PY184 • PY42 • PB7 • PW6

S1



599
NEUTRAL
GRAY 5
PBk9 • PB7 • PW6

S1

600
NEUTRAL
GRAY 7
PBk9 • PB7 • PW7 • PW6

S1

434
UNBLEACHED
TITANIUM
PY42 • PR101 • PBk11 • PW6

S1

432
TITANIUM
WHITE
PW6

S1



982
FLUORESCENT
ORANGE

S2

983
FLUORESCENT
RED

S2

987
FLUORESCENT
OPERA PINK

S2

986
FLUORESCENT
VIOLET

S2

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

THE SETS

Four Acrylic Gouache sets let you try out new shades or give as a gift.

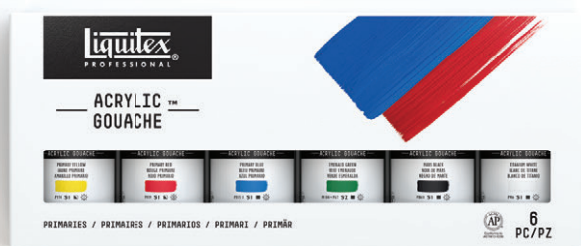
Each has been curated to explore a new dimension – from special fluorescents to multi-use pure primaries.



FLUORESCENTS 6 x 2oz (59ml)

Dazzling and modern, gouache's intense pigmentation make fluorescents a favourite. You can find them all together here.

Contains: *Fluorescent Violet, Fluorescent Opera Pink, Fluorescent Orange, Fluorescent Yellow, Fluorescent Red, Fluorescent Green*



PRIMARIES 6 x 0.74oz (22ml) and 6 x 2oz (59ml)

With these colors you have endless mixing possibilities, while Titanium White and Mars Black can be used on their own, or to tint and shade. In a choice of set sizes.

Contains: *Primary Yellow, Primary Red, Primary Blue, Emerald Green, Mars Black, Titanium White*

ESSENTIALS 12 x 0.74oz (22ml)

The perfect way to expand your palette, this set brings together core essentials and secondary palette colors.

Contains: *Primary Yellow, Scarlet, Primary Red, Dioxazine Purple, Ultramarine Blue (red shade), Primary Blue, Emerald Green, Viridian Hue, Yellow Oxide, Burnt Sienna, Titanium White, Mars Black*

BENEFITS

BENEFIT		OTHER PAINTS	LIQUITEX ACRYLIC GOUACHE
Color intensity	<i>Is the color vibrant when dry?</i>	A regular acrylic may give a less uniformly vibrant result	The highest concentration of pigment we've ever used. Guaranteeing extreme color vibrancy across the whole range
Opacity	<i>Will the color be affected by your background?</i>	Regular acrylics can be transparent or opaque, depending on the natural character of the pigments used	Opacity levels have been pushed to the maximum that each pigment allows. Giving a range made up of opaque and semi-opaque colors
Matte finish	<i>How glossy is it?</i>	Regular acrylics have varying levels of surface sheen depending on the pigments used	A uniformly matte finish across the whole range
No brush strokes	<i>How flat does it dry?</i>	Most paints will have some brush marks left on the surface as they dry	Dries to a supremely flat, uniformly even surface without marks
Water-resistance	<i>How permanent is it when it's dry?</i>	Traditional gum-based gouaches are not water-resistant when dry. They will move when painted over, causing potential smearing or bleeding	Color doesn't bleed or smudge when over-painted. Can be layered in different ways
No cracks	<i>Does it become brittle or crack when dry?</i>	With most gouaches, cracks appear during the drying process or with age	Stays flexible and crack-free even when built up in layers
Fluid application	<i>How does it feel to use straight from the bottle?</i>	With most gouaches, water is needed to increase fluidity, resulting in pigment dilution and intensity reduction	A flowing consistency straight from the bottle, with no need to add water
Lightfastness	<i>How long does it last in gallery conditions?</i>	Color alters and intensity fades over time when using poorer quality paint	Like all Liquitex products, fine art pigment is used. No color fading or changing for up to 100 years* *except for fluorescents and metallics
Intermixability	<i>How does it work with other Liquitex products?</i>	Incompatible binders can impact on the paint's molecular structure, causing your artwork to crack, yellow, gel and/or peel	Compatible binders let you mix all Liquitex products across ranges, with stable archival results

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.

Create your own techniques with archival results.

Liquitex materials give 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 Ranges

All products are water-based and lightfast*

PROFESSIONAL



HEAVY BODY ACRYLIC

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



SOFT BODY ACRYLIC

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



ACRYLIC GOUACHE

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



SPRAY PAINT

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



ACRYLIC MARKER

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



ACRYLIC INK

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.



SURFACES AND TOOLS

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

BASICS



BASICS

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

*Fluorescent and metallic paints are naturally less lightfast.

Artists' acrylics
since 1955.

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PROFESSIONAL



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