

SAVE & SPLURGE

The best eco paint brands to buy now

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Pickleson has created a water-based paint with non-toxic additives and low VOC levels

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With an estimated 50 million litres of the 320 million litres of paint sold in the UK going to waste each year, what we put onto our surfaces is undergoing intense scrutiny.

Harmful substances in paints, such as plastic, ethane and formaldehyde (known as volatile organic compounds, VOCs), have plagued the industry, not only affecting the environment but also the air quality in our homes. Now, thanks to a rise in awareness, there is a new wave of conscious decorators and homeowners looking for environmentally friendly alternatives.

With an abundance of brands jumping on to the sustainability bandwagon, it can be difficult to choose between those leading the charge in changing an industry laden with environmental challenges. While it may sound obvious, transparency is the first step, whether that is in listing ingredients or openly sharing production methods and processes. From natural raw materials to mindful packaging choices, it is encouraging to see the innovation that has taken place in recent years — and at price points to suit all budgets as well as tastes.

Here's a guide to the pioneer paint brands leading us towards a sustainable future one tin at a time.



Francesca's Paints

Celebrating its 25th anniversary this year, Francesca's Paints is an artisanal paint brand based in Battersea, south London. The studio's eco emulsion and lime wash ranges are hand-mixed, plastic and solvent-free with a chalky, velvety finish. The Eco Emulsion is from £45.75 for 2.5 litres, [francescaspaint.com](https://www.francescaspaint.com)