

CURB APPEAL

A Beautiful Home Begins On The Outside

(NAPSA)—Mold and mildew can make the exterior of your home look dirty and unattractive—and if left unchecked, they can damage paint, wood and siding. Unfortunately, removing mildew used to mean countless hours of scrubbing or power washing, only to have it return the next year. Now those days are gone.

Thanks to new products specifically formulated to effectively kill mold and mildew and prevent them from coming back, there's a scrub-free way to a mildew-free home. Just follow these simple steps:

- Are the black spots on your house dirt or mold and mildew? Since mildew is usually black and can look a lot like dirt, do this simple test: Apply a drop of household bleach to the discolored area. If the spot disappears, you have mildew.

- Kill the mold and mildew with a house cleaner that contains an EPA-registered mildewcide, such as JOMAX House Cleaner and Mildew Killer. JOMAX kills mold and mildew and loosens dirt and stains without scrubbing or power washing. Unlike bleach alone, which can effectively kill mildew but can also damage wood, etch aluminum siding and damage shrubs, plants and grass, Jomax is specifically formulated to kill mildew without damaging your



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home, yet it can be used near surrounding plants, grass and shrubs.

- After killing the mildew, prevent it from coming back with a paint formulated to prevent its growth, like PERMA-WHITE Mold & Mildew-Proof Exterior Paint. PERMA-WHITE is guaranteed to prevent the growth of mold and mildew on the paint film for five years. It's also guaranteed to resist cracking, fading, peeling and blistering for 15 years from the date of application.

JOMAX and PERMA-WHITE are sold in paint stores, hardware stores and home centers nationwide. Call 732-469-8100 or visit www.zinsser.com for more information on removing and preventing mildew and for other helpful home improvement tips.