

Liquitex[®]
PROFESSIONAL

— ACRYLIC[™] —
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

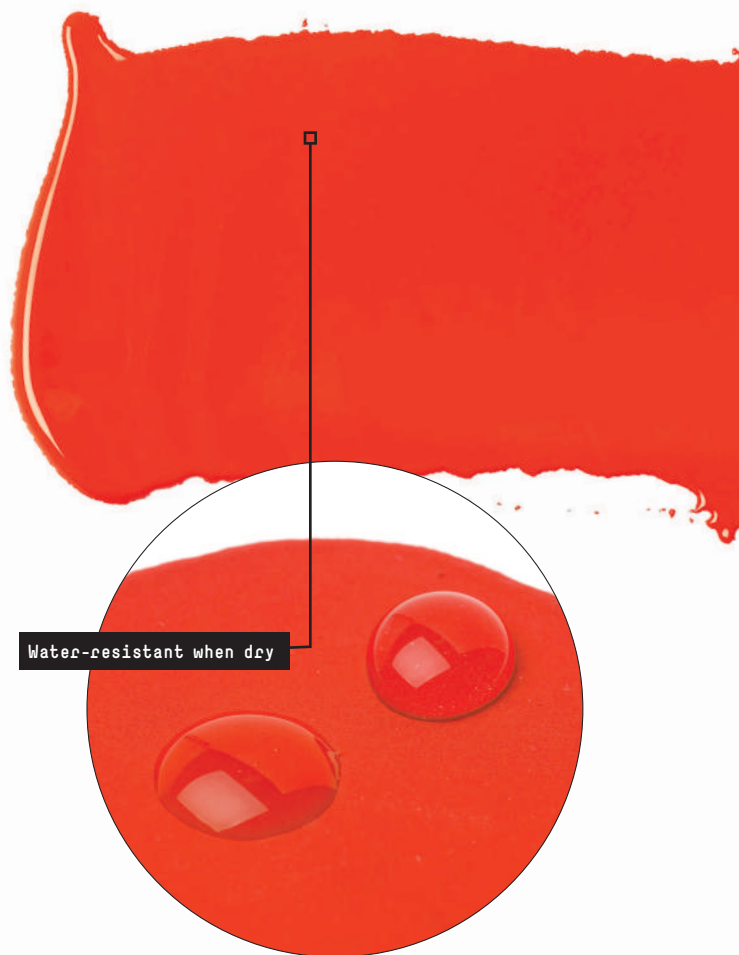
Ideal for illustration and design.

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.



Water-resistant when dry

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 reusable and recyclable, and not a drop of paint will go to waste.





THE COLORS

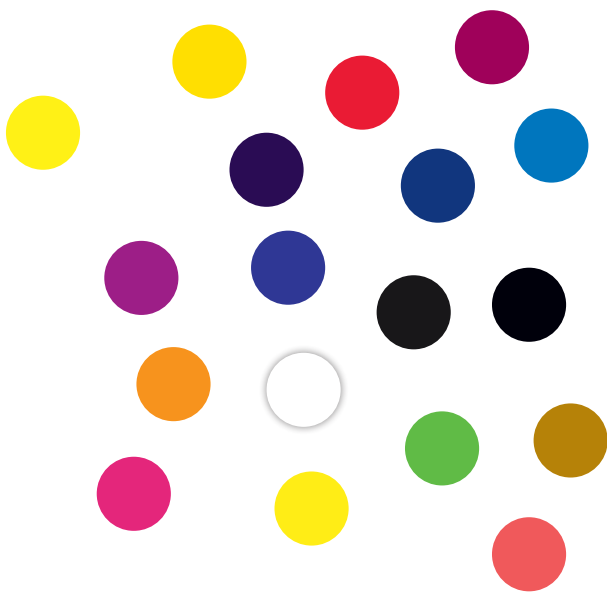
Extend your palette with a versatile, balanced collection of 50 matte colors, developed by our team of chemists and resident artists.

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



Conforms to
ASTM D 4236

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



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.

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	410 PRIMARY YELLOW PY74	890 CADMIUM-FREE YELLOW MEDIUM	891 CADMIUM-FREE YELLOW DEEP
S2	SI	S2	S2
905 SCARLET	894 CADMIUM-FREE RED MEDIUM	415 PRIMARY RED PV19	895 CADMIUM-FREE RED DEEP
P073 • PRI12 • PW6 S2	S2	SI	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
SI	SI	SI	SI
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
SI	SI	S2	S2
335 RED OXIDE PV42 • PRI01	127 BURNT SIENNA PB7 • PRI01	331 RAW UMBER PY184 • PB7 • PW6	128 BURNT UMBER PY184 • PB7 • PW6
SI	SI	SI	SI
244 IVORY BLACK PBk9	276 MARS BLACK PBk11	985 FLUORESCENT GREEN	981 FLUORESCENT YELLOW
SI	SI	S2	S2
234 IRIDESCENT BRIGHT GOLD	236 IRIDESCENT BRIGHT SILVER		
SI	SI		

50
COLORS

<p>810 LIGHT PORTRAIT 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 HOOKER'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

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.



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*



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*



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

Color intensity

Is the color vibrant when dry?

Opacity

Will the color be affected by your background?

Matte finish

How glossy is it?

No brush strokes

How flat does it dry?

Water-resistance

How permanent is it when it's dry?

No cracks

Does it become brittle or crack when dry?

Fluid application

How does it feel to use straight from the bottle?

Lightfastness

How long does it last in gallery conditions?

Intermixability

How does it work with other Liquitex products?

OTHER PAINTS

LIQUITEX ACRYLIC GOUACHE

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

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

Regular acrylics have varying levels of surface sheen depending on the pigments used

A uniformly matte finish across the whole range

Most paints will have some brush marks left on the surface as they dry

Dries to a supremely flat, uniformly even surface without marks

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

With most gouaches, cracks appear during the drying process or with age

Stays flexible and crack-free even when built up in layers

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

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

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.



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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PROFESSIONAL



liquitex.com

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