



# Protectant – Semi-Matt

## Introduction

Automotive designs have changed dramatically over the years. Shapes have become more sleek and windscreens more angled in an effort to conserve fuel with less wind drag. Under all that angled glass, however, is a larger dashboard area and more direct sun on the dashboard. Armor All® has addressed this situation by extending the Protectant line with Armor All® Protectant Semi-Matt. Armor All® Protectant Semi-Matt helps to reduce windscreen glare, yet still gives consumers a deep matte shine with the same excellent protective qualities of the regular Armor All® formula.

## Using Armor All Protectant Semi-Matt - Features & Benefits

### Product

Armor All® Protectant Semi-Matt is a patent pending formula designed to slow the natural deterioration of surfaces such as vinyl, rubber, plastic, treated leather and sealed wood. It is safe and easy to use. Armor All® Protectant Semi-Matt treats surfaces such as dashboards, tyre sidewalls, vinyl and leather upholstery, rubber bumpers, plastic and wood trim and rubber seals, inside and out.

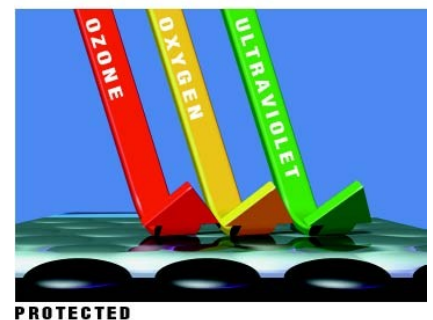
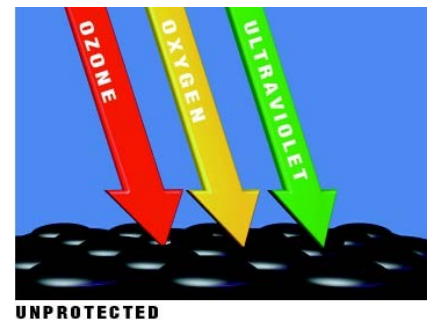
### Features & Benefits

Armor All® Protectant Semi-Matt is a triple action product that:

- Cleans by removing the grime that can erode the surface of vehicles
- Protects surfaces by guarding against the harmful effects of ozone, oxygen and ultraviolet radiation
- Beautifies by restoring the original shine and colour of the surface
- Armor All® Protectant Semi-Matt retains the suppleness of the surface to help prevent cracking due to expansion and contraction
- It restores the original shine and colour of the surface
- Can be used in many non-automotive applications
- Non-toxic. Contains no alcohol or solvents

### How Armor All® Semi-Matt Protectant Works

Armor All® Protectant Semi-Matt penetrates into surfaces and sets up a chemical bond with the molecular elements of the surface material. The bond forms a barrier between the surface and the harsh environmental elements that cause deterioration: the sun's ultraviolet rays, dirt, brake dust, oxygen and ozone, as well as other harmful substances.



### General Ingredients

Armor All® Protectant Semi-Matt is a patented formula made of:

- SURFACTANTS that clean and disperse the dirt.
- PENETRANTS that allow the active ingredient to penetrate the surface.
- DISPERSANTS that allow the ingredients to spread evenly.
- SILICONES that form lustre film to protect surface from fading and cracking, absorb light which fades and damages surfaces, and draw moisture from the air and allow the surface to retain it.
- GLOSS ENHANCERS that give the surface lustre and restore the original colour.

Armor All® Protectant Semi-Matt does not contain any harmful alcohol, kerosene or petroleum distillates. It is entirely safe, non-toxic and environmentally friendly.

### **How Armor All® Protectant Semi-Matt is Used**

Shake well. Spray Armor All® Protectant Semi-Matt directly onto a clean cloth and simply wipe it over the surface evenly. For extremely dirty surfaces, use Armor All® Multi-Purpose cleaner first.

Armor All® Protectant can also be applied by spraying directly onto the surface, and then wiping a cloth across the surface. It works best when given time to penetrate. After a few minutes, the liquid will evaporate, leaving behind the active ingredients to protect and beautify the surface. If desired, light buffing with a dry cloth will remove any excess product.

After this, Armor All® Protectant Semi-Matt should be applied as needed to maintain a matt finish and keep surfaces well protected. Ideally Armor All® Protectant Semi-Matt should be used every time the vehicle is washed.

### **Where Armor All® Protectant Semi-Matt Can be Applied**

Vehicle Interior:

Dashboard, vinyl or leather seats, vinyl or leather door panels, interior trim, console, vinyl or plastic visors, vinyl or leather headrests.

Vehicle Exterior:

Tyre sidewalls, rubber bumpers, weather-stripping, plastic trim, plastic or rubber mirror mounts, rubber engine hoses.

Other Surfaces:

Patio furniture, purses, belts, luggage, briefcases, boat seats, sporting goods, fibreglass.

Do not use Armor All® Protectant Semi-Matt on glass (this may cause smearing), paintwork, fabric or floors (may cause slipping). Do not use on vehicle controls (steering wheels, pedals, gear levers), bench or cycle seats, cycle tyres, brake drums, and other surfaces where slipperiness may be hazardous.

### **Commonly asked Questions and Answers**

- Q I've heard that protectants may not be good for my tyres, dashboards and vinyl upholstery. Is there any chemical in Armor All® Protectant Semi-Matt that would hurt these surfaces?
- A None at all! Armor All® Protectant Semi-Matt is silicone fluid based and is formulated not to harm any vinyl, plastic or rubber material. Other protectants contain petroleum distillates that can deteriorate tyres, dashboards etc.
- Q What are silicone fluids?

- A Silicone fluids are inert, stable fluids derived from organic minerals. Fluids similar to those used in Low Gloss Protectant are also found in toothpaste, hair care products, cosmetics and even in the processing of food. They are non-toxic and environmentally safe.
- Q Does Armor All® Protectant Semi-Matt have a sunscreen?  
A Yes - it contains ingredients which absorb the UV light that is responsible for fading and cracking vinyl, plastic and rubber.
- Q My window develops a foggy haze on it sometimes. What causes this?  
A This film is caused by the evaporation of 'plasticisers' (used in the construction of vinyl to keep it supple.) This mainly occurs on new cars during hot summer months. Leaving windows open just slightly during hot weather will help to eliminate this problem.
- Q Why do my tyres turn brown?  
A Tyres are made with protective ingredients called oxidants, which fight environmental attacks to the tyre. During hot, smoggy days, these ingredients come to the surface and appear as a rusty brown coating. To eliminate this brown coating (known as blooming) simply scrub the tyre with a cleaner like Armor All® Multi-Purpose Cleaner.
- Q Can Armor All® Protectant Semi-Matt bring an old, worn out dashboard or tyre back to life?  
A Once the chemicals designed to keep them soft and supple have been 'baked out' by nature, it's too late. But by using Protectant regularly, the process can be forestalled.
- Q Once I use Armor All® Protectant Semi-Matt do I have to use it as long as I have the car?  
A No. Regular use of Armor All® Protectant Semi-Matt will help to keep the surface looking new, but vinyl, rubber or plastic will not become addicted to Protectant. Discontinuing use will therefore not harm the surfaces. The surface is simply unprotected.
- Q I notice an oily film when I use Armor All® Protectant Semi-Matt. How can I eliminate this?  
A Simply go over the surface a second time with a clean damp cloth after allowing the product to penetrate for 15 minutes.