



NEWLOOK

NewLook International EffStopPlusEfflorescence Remover™

Technical Information Sheet

NewLook EffStop Plus Efflorescence Remover™ incorporates a blend of synthetic acids and surfactants that are particularly effective at removing efflorescence, calcium carbonate, lime and scale lime off of masonry, concrete, and metal surfaces. It is an eco-friendly, non-fuming alternative to harsh acids, such as muriatic acid, for removing efflorescence. It is formulated with metal protectors so as to prevent acid attack on mild steel, stainless steel, copper and brass enabling its powerful blend of active surface agents to be used on many surfaces. It's ready to use formula is designed to be used on concrete and masonry to clean efflorescence prior to the application of EffStop Plus Topical Treatment™ which will help stop the reoccurrence of efflorescence.

USES AND BENEFITS

- Use EffStop Plus Efflorescence Remover to remove calcium carbonate build up from concrete, masonry and metal surfaces.
- May also be used to clean pre-cast concrete, concrete, masonry, grout, tile and many natural stone surfaces.
- Will help remove lime and hard water deposits, joint cement, cement grout haze, light mortar residue, rust and other dirt and grime.
- Ready to use formula may be diluted with water for light cleaning
- Environmentally-friendly, non-toxic, non-hazardous formula
- 100% biodegradable will make clean up easy

PREPARATION PRIOR TO APPLICATION

- Test small area to determine suitability and dosage time and requirement
- Protect walls and adjacent areas.
- Saturate plants, shrubs, and grass adjacent to cleaning area with water before, during, and after use.
- Although product is safe and 100% biodegradable, if applicable, ensure that any product or rinse water runoff is properly contained as defined by local laws.
- Use protective clothing, rubber gloves and eye goggles when using.

APPLICATION

1. EffStop Plus Efflorescence Remover is intended to be used as provided, but can be diluted with water. Test a small area prior to application over a larger area to assure effectiveness as supplied.
2. For concrete and masonry surfaces, wet the surface to be cleaned prior to application of the product.
3. Apply liberal amounts of remover to affected area.
4. Use a stiff bristle brush and work in remover into affected area and let dwell 5 to 10 min.
5. Agitate periodically with brush.
6. Check occasionally to see if efflorescence is dissipating. Product will foam slightly when in contact with calcium and lime. Reapply if needed.
7. In hot, sunny, or windy conditions, the product may dry prematurely. Re-apply as needed.

8. If used to clean other surfaces such as metal, apply over the surface and let it sit for a short while, then use a rag and wipe away excess.
9. When finished, flush the surface thoroughly with clean water to ensure that no residue remains. If EffStop Plus Efflorescence Remover was over-applied and remains active, it may be neutralized with an alkaline based cleaner such as NewLook's MeanKlean Concrete Cleaner and Degreaser.
10. Remember, to apply EffStop Plus Topical Treatment to combat further efflorescence from leaching out of the concrete and masonry surface.

STORAGE

- Store in original container in areas inaccessible to children and pets.
- Keep containers tightly sealed.
- Do not reuse empty container. Rinse empty container and replace cap before discarding.
- Best to store the product at room temperature. DO NOT allow product to freeze.
- When stored well, shelf-life is at least 36 months.

LIMITATIONS

- Avoid prolonged contact with surface, which may cause discoloration to the surface. If this occurs, use NewLook EffStop Plus Topical Treatment on affected area to enhance the surface.
- Do not use on acid sensitive / polished surfaces. May etch the surface.
- Do not mix with ammoniated cleaners.
- High mortar buildups are better dissolved with NewLook MeanKlean Concrete and Mortar Dissolver.

CAUTION

KEEP AWAY FROM CHILDREN AND ANIMALS. Before using or handling, read the MSDS and Product Instructions. DO NOT CONSUME. Avoid contact with eyes and skin. Wear rubber gloves, aprons and safety eye goggles. Use good hygiene when handling this product. It is recommended that you wash off any after each use.

PACKAGING AND COVERAGE

Kit Type	Package Size	Approximate Coverage
EffStop Plus Efflorescence Remover	32 oz. Spray bottle	Coverage varies based on use and calcium carbonate buildup Each Gallon may treat up to 200 square feet
	1 Gallon	
	5 Gallon	
	55 Gallon Drum	

WARRANTY

NewLook International, Inc. EffStop Plus Efflorescence Remover ("Product") are not intended for public use and are intended for use by licensed contractors and installers, experienced and trained in the use of these products. Product is warranted to be of uniform quality within manufacturing tolerances. The manufacturer has no control over the use of Product, therefore no other oral or written representation or statement of any kind, express or implied, now or hereafter made is authorized or warranted by NewLook International, Inc. or its affiliates, and NewLook International, Inc. and its affiliates hereby disclaims all such warranties, including those of merchantability or fitness for a particular purpose. In any case, the manufacturer's obligations shall be limited to refunding the purchase price or replacing material proven to be defective. NewLook International, Inc. shall not be liable for special, incidental, or consequential damages, including delays or lost profits. Communication of this warranty and its limitations to end users is not the responsibility of NewLook International, Inc. but should be communicated by those in direct contact with the end user. Any claim regarding product defect must be received in writing within one year from the date of manufacture. No claim will be considered without such written notice or after the specified time interval. The end user shall be responsible for determining Product's suitability and assumes all risks and liability.

