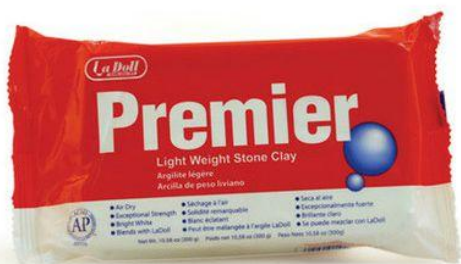


# A GUIDE TO AIR DRY CLAY



## La Doll Series – Premier

This advanced formula is the artist's choice for excellence with its mixture of pumice, talc, small amounts of paper pulp and additional binders. This ultra light weight clay has an exceptionally fine texture that is so smooth it feels as if you are sculpting clouds. Extremely pliable, it can be worked indefinitely if kept moist.

This clay can be molded, stamped, carved, coiled, extruded, sculpted and slab rolled. Even after it is dry, wet clay can be added on. It will adhere to any core material such as wire mesh, rigid wrap, paper, glass, plastic, wood or Styrofoam. Acrylic or oil paints can be kneaded into tint this clay creating original colors.

This clay accepts all paints, dry finishing powders and varnishes. It dries to an exceptional hard finish that is durable. Many doll artists choose this clay for sculpting very fine, fragile pieces such as hands and fingers.

Additionally, the clay can be dissolved in water and used as a finishing coat and sanded to a porcelain-like finish. There is minimal shrinkage and cracking.

Premier clay is perfect for ball joint dolls, figure dolls, sculptures, jewelry, miniature food and doll house items, delicate flowers and dioramas.



## La Doll Series – Premix

The late Hannie Sarris, a Dutch doll artist collaborated with Padico to develop this ultra fine air dry clay. La Doll Premix is a combination of the great benefits of strength and ultra fine texture of La Doll Satin Smooth and La Doll Premier air dry clay.

As with any of the La Doll series air dry clay, it can be molded, stamped, carved, coiled, extruded, sculpted and slab rolled. This clay can be worked indefinitely if kept moist or clay can be added after it has dried.

## La Doll Series – Premix



It will adhere to any core material such as wire mesh, rigid wrap, paper, glass, plastic, wood, or Styrofoam. Acrylic or oil paint can be kneaded into tint color of the clay. This clay accepts all paints, dry finishing powders and varnishes. It dries to an exceptional hard finish that has only a slight flex. This clay can be drilled, carved and sanded to a porcelain-like finish.

Additionally, the clay can be dissolved in water and used as a finishing coat and sanded to perfection. There is minimal shrinkage and cracking.

Premix is perfect for ball joint dolls, figure dolls, miniature food and doll house items, delicate flowers, sculptures and dioramas.



## La Doll Series – Satin Smooth

La Doll Satin Smooth is an original air dry stone clay. With its highly refined pumice, talc and small amounts of paper pulp and binders, it can be molded, sculpted, coiled, extruded, slab rolled, stamped or carved.

This clay is perfect for fine detail with its ultra smooth texture. La Doll Satin Smooth dries with minimal shrinkage and little cracking and will adhere to any core material such as wire mesh, rigid wrap, paper, glass, plastic, wood or Styrofoam.

When dry, this clay accepts acrylic, oil and water based paints, dry finishing powders and varnishes. It can be drilled, carved and sanded to a porcelain like finish.

This extremely pliable clay can be worked indefinitely if kept moist. A clay slip can be made by dissolving clay in water and brushed on for an even smoother finish. There is minimal shrinkage and cracking.

La Doll Satin Smooth is strong enough for making ball jointed dolls, figure dolls, miniature food, jewelry, delicate flowers, sculptures and dioramas.



## Target Market for La Doll Series Air Dry Clays:

There is a very wide market for each of the La Doll series air dry clays. Whether the school art department that lacks a kiln to fire artwork, the classroom teacher that wants to teach a hands-on project to the professional artist such as doll artists, jewelry designers, miniature food and flower artists, the options are endless. Any aspiring hobbyist will be delighted and satisfied with this easy to use air dry clay. With the strength and hardness of the clay and the ability to produce a porcelain-like finish, artists and hobbyists alike are raving over the many uses of this clay.

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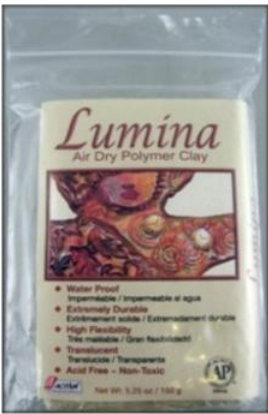
## Modena Soft Polymer Clay

This translucent clay is air dry only, soft and extremely flexible. It is 50% lighter than the original Modena. Its ultra light weight, texture feels like marshmallow crème.

It can be stamped, molded, slab rolled, sculpted and cut out with scissors or cookie cutters.

It can be tinted with acrylic or oil paints to create original colors. This clay dries to a bright white, almost translucent finish. It can be painted with acrylic paints and sealed with varnish. When dry, the waterproof clay remains flexible, almost like rubber.

Suitable for delicate flowers, small sculptures, miniature foods and doll house items, jewelry, scrapbook items and dioramas.



## Lumina Air Dry Polymer Clay

Lumina Clay is a polymer resin clay that air dries in 24 hours (depending on the thickness of the piece and the humidity). The working time is relatively shorter as the clay begins to cure quickly making the clay ideal for the more advanced hobbyist and artists.

This translucent clay needs to be kneaded with damp fingers to ensure workability and smoothness. It can be molded, stamped, cut with decorative scissors, used with a Cricut machine, hole punched and drilled when dry.

Lumina's greatest quality is its translucency and its flexible, plastic-like resin finish. Lumina can be colored with acrylic or oil paints, watercolors or inks or colored Hearty Clay can be added to give it color and a foamier like consistency.

This clay dries a slightly off-white color and has a porcelain like translucency. Once completely dry, the clay can be painted with acrylic or oil paints and even permanent markers will work. It is waterproof and maintains flexibility. There is minimal shrinkage.

This clay is suitable for scrapbook accessories, jewelry, flowers, miniature food, figurines and much more.

## Target Market for Modena Soft and Lumina Air Dry Polymer Clay:

Don't let the word "polymer" fool you! Both of these clays are completely air dry so no need for an oven or kiln. With their smooth and creamy texture and their flexible resin finish, both of these products are best suited for scrapbook accessories, jewelry, miniature foods, flower design, charms, ornaments and simple sculptures. While Lumina is more translucent than Modena and dries a little harder, they both share many of the same characteristics. Artists and hobbyist alike will love the versatility and durability of both clays!



## Hearty Clay

Hearty air dry clay is lightweight and flexible. This brilliant white clay does not stick to your fingers yet it will stick to core materials like wood, glass, wire, paper and plastic.

It can be tinted with acrylic paints to create original colors. It is so light and airy, it feels like sculpting with a marshmallow.

Hearty can be molded, slab rolled, sculpted, stamped and cut out with scissors or a die cut machine. Acrylic and oil based paints and varnish can be used to finish this clay.



This clay dries firm yet foam like. There is a slight paper pulp texture that can be sanded when dry.

Hearty should be stored in an airtight bag with a slightly damp paper towel to maintain freshness. This clay is suitable for flowers, miniature foods, doll house items, scrapbook items, figure dolls, sculptures, charms, ornaments, jewelry and dioramas.

## Target Market for Hearty Clay:

Teachers, children, artists and hobbyists love the feel and texture of Hearty Clay. Its ultra fine creamy texture and its flexible foam-like finish, is so easy to use. It doesn't stick to your fingers while working with it; however, it will stick to various core materials when you want it to. For younger children who don't want to paint their artwork, the clay can be easily tinted and used. This clay is suitable for scrapbook design, jewelry, miniature foods, flower design, charms, ornaments and simple sculptures for school dioramas.

## DIFFERENCES BETWEEN PLUS AND COLOR PLUS CLAYS

| Features    |  <b>PLUS CLAY</b>   |  <b>COLOR PLUS CLAY</b>   |
|-------------|--|---|
| Plasticity  | <p><b>Plus</b> air dry clay is very pliable and smooth. It has excellent plasticity similar to a potter's clay. This clay can be used exactly like a potter's clay to the extent of sculpting fine details and even being thrown on a potter's wheel.</p>  | <p><b>Color Plus</b> air dry clay needs to be kneaded and kept moist for workability. While not as pliable as <b>Plus</b>, the plasticity is still good enough to create simple sculptures and throw on a potter's wheel with a little effort.</p>  |
| Color       | <p>Gray (White) Terra Cotta, Black. The gray clay dries slightly lighter and is ideal for the painting. The terracotta color mimics a real potter's clay. The black is beautiful. With rubbed finishes and mica powder. All paints, powder, and varnishes are acceptable for air dry finish.</p> | <p>White, Blue, Green, Red, Yellow. The clay can be mixed together to create an infinite array of hues. Knead the clay well to blend colors together. Excellent way to demonstrate color theory. While water based colorant can be added to tint white clay, it will not be as brilliant as original <b>Color Plus</b>.</p> |
| Strength    | <p>This clay dries to an extremely durable finish. To enhance strength, a varnish finish is recommended to make waterproof. Can be kiln fired for added strength, but not required.</p>  | <p>Exceptional strength and durability. Slightly harder than <b>Plus</b> air dry clay. To enhance strength, a varnish finish is recommended to make waterproof. Air dry only.</p>   |
| Versatility | <p>This clay can be molded, sculpted, coiled, extruded, pinched, stamped, slab rolled and even thrown on a potter's wheel. Once dry, this clay can be sanded, carved, drilled and painted. Minimal shrinkage. Dry slowly to prevent cracking.</p>  | <p>This clay can be molded, sculpted, coiled, extruded, stamped, slab rolled and even thrown on a potter's wheel with some effort. This clay is less like a real potter's clay than <b>Plus</b>, however, the fact that it does not need to be painted is a great benefit.</p>  |