



Candle Wax?



White Water Marks?



Pet Scratches?



Magic Marker & Ink Stains?



Wouldn't it be nice if there was one product to solve all of these problems?

Now there is ...
Dr. Woodwell's Wood Elixir!



Wouldn't it be nice if there was one product that could solve a multitude of problems?

Better still, one solution to solve the problems that you don't know what they are or what caused them?

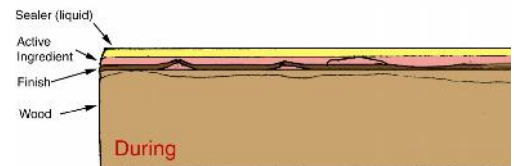
Better, better still, this same solution would solve problems that you don't understand and at the same time, will help prevent the problem from reoccurring?

And wouldn't it be terrific if this solution would solve all these problems in **ONE EASY STEP?**

Presenting Dr. Woodwell's Wood Elixir, a product that Cleans, Revives, Restores and Protects any wood furniture. What sets Wood Elixir apart from anything else on the market, is that it accomplishes **ALL THESE TASKS AT ONCE.**

Simply wipe on, wait, and wipe off is all that's required to clean, protect and restore the beauty and value of wood furniture - including antiques, faux finishes, painted wood and combination materials (i.e. metal, wood, leather).

Wood Elixir is a powerful cleaner and protector, but also solves many more serious furniture finish problems, eliminating the need for refinishing. Even the toughest jobs such as removing paint splatters, smoothing a rough surface, or removing white water marks and heat blush from lacquer, can be solved with Wood Elixir.



For additional product information or to learn where you can purchase Wood Elixir, visit

www.WoodElixir.com

WARNING: Flammable. Keep away from sources of ignition. No smoking. Use in well ventilated area. Avoid contact with eyes and skin. Wear rubber gloves and safety glasses. Keep out of reach of children. Contains: Medium aliphatic solvent naphtha and ethanol.

Manufactured in Canada by Woodwell Products • www.WoodElixir.com
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Instructions for Using Wood Elixir

Specially formulated for use on shellac, lacquer and varnish finishes including polyurethane

Wood Elixir is Furniture Medicine

As with any medication, the correct dose is very important in gaining the maximum benefit. More medicine is not necessarily better medicine. Don't overdose your furniture finish. Just because Wood Elixir is user friendly doesn't mean it isn't strong medicine. It is better to do two light treatments than one heavy treatment. This way you are in control of the final result. Using too much product is not only wasteful but could possibly harm the finish.

Always Test First

Some problems are easily solved with a few drops of Wood Elixir applied with a cloth. In order to judge your requirements, always treat a small, inconspicuous area first. Remember, EVERY job is different.

Removal of Paint Splatters & Smears

Apply Wood Elixir following bottle directions. Wait for a few minutes to allow Wood Elixir to soften the paint spots. Remove paint spots with the edge of a credit card or fine steel wool. Wipe dry, wait, then buff.

Restoring an Original Painted Surface

A light application of Wood Elixir on a cloth is all that's required to remove oxidation and surface grime while strengthening the finish and reestablishing the bond and brightening the color of either water-based or oil-based gloss and semi-gloss paint on wood or metal. Simply wipe on, wipe off and buff.

How can Wood Elixir restore life to old paint when you also say that Wood Elixir removes paint splatters?

A painted finish that was "intended" is different from an accidental paint smear. An intended paint finish will adhere to the surface, because the surface was prepared to accept and bind the paint to the surface. A paint splatter on a preexisting finish will not adhere very well. Wood Elixir will enliven or soften the offending splatter and seep between the original finish and the paint smear, allowing for easy removal.

Built-Up Dirt & Rough Surface Treatment

In extreme cases, heavily built-up wax and dirt can be smoothed away with Wood Elixir applied with extra fine (0000) steel wool. Take off as much or as little as you like, bring careful not to remove the patina or

"character" of the finish. For very rough surfaces, such as a "crazed" or alligator finish, you may use 00 steel wool followed by 0000 steel wool to finish. Light pressure might be enough - always test first. Then wipe & buff as usual.

Synthetic Finishes

Although Dr. Woodwell Wood Elixir was specifically formulated to impart maximum benefits to traditional, natural finishes on wood, the benefits to synthetic finishes are substantial. Finishes such as polyurethane, epoxy, varnish and other synthetic finishes will all be substantially improved with the application of Wood Elixir. The benefits include cleaning, sealing, brightening and strengthening.

Candle Wax

Using an edge of a credit card, scrape as much wax as possible from the surface of the wood. The wax residue can now be removed with a small amount of Wood Elixir using a cloth or paper towel. Rub until all wax is removed, then buff with a clean cloth.

Mold & Mildew Removal

Since these are living organisms, mold and mildew will continue to grow and produce their musty odor until it is killed and removed. This can be done in one step with Wood Elixir! Simply wipe on and wipe off. A brush can be used to apply Wood Elixir to detail areas or carvings. Finish by buffing with a clean cloth.

Scratches and Surface Wear

Surface scratches and scuffs will be substantially reduced if not eliminated with a single application of Wood Elixir. As well, the surface will receive added protection to prevent further damage. Apply Wood Elixir to a clean cloth. Wipe surface with the wood grain in both directions. Keep the applicator cloth moving during application. Buff with a clean cloth.

White Water Marks

Apply Wood Elixir evenly to the area being treated ... wait ... do not rub. Let Dr. Woodwell do the work! Wipe lightly with a lint-free cloth. Wait at least 15 minutes before buffing. If a second treatment is required, repeat as above. Only the most severe white water damage will require the use of steel wool.

Just a Partial List of Problems Solved by Wood Elixir

Wood Elixir can CLEAN:

- ✓ Tin toys
- ✓ Old decals
- ✓ Brass
- ✓ Rust
- ✓ Ink
- ✓ Oil
- ✓ Tape & label removal
- ✓ Adhesives
- ✓ Crayon
- ✓ Gum
- ✓ Candle wax
- ✓ Oil-based stains
- ✓ Lipstick
- ✓ Finger prints
- ✓ Smoke film
- ✓ Soot
- ✓ Smoke smell
- ✓ Water-based stains
- ✓ Silicone polish residue
- ✓ Wax polish build-up
- ✓ Magic marker
- ✓ Grease pencil
- ✓ Lead pencil
- ✓ Mildew & mold
- ✓ Mildew smell
- ✓ Paint splatters & overspray
- ✓ Latex or alkyd paint smears
- ✓ Pet urine

Wood Elixir can RESTORE:

- ✓ Dull finish
- ✓ Surface scratches
- ✓ White water marks
- ✓ Heat blush
- ✓ Old decals & transfers
- ✓ Lettering
- ✓ Logos
- ✓ Combination materials (i.e. metal, wood, leather)
- ✓ Dehydrated finish
- ✓ Oxidized paint
- ✓ Superficial cigarette burns
- ✓ Scorching
- ✓ Wicker & Rattan
- ✓ Crazed/alligator finish