



Martin/F. Weber Co.

Manufacturers of Fine Artists Materials Since 1853

FOR IMMEDIATE RELEASE

Martin/F. Weber Co. is proud to feature a high-end gift / advanced art education Portrait Pro Mix Color System formulated by the world-renowned Portrait Artist, John Howard Sanden.

Philadelphia, Pa. October 2006. Formulated by John Howard Sanden and used nationwide for over a quarter of a century by leading professionals, the Pro Mix® Color System colors are a professional, highest quality product for fast, accurate portrait color mixing. The system consists of ten specially formulated colors, thirteen standard palette colors, Original Permalba® White and a disposable palette with colors diagram. The ten Flesh Color Spectrum colors are used in combination with the traditional palette of standard colors to produce a wide range of clean, exact, flesh tones.

Included in each set is a masterfully detailed full-color instructional booklet that quickly teaches you how to create a full spectrum of 78 easily repeatable color combinations. The 32" foldout color-mixing chart is used to record the color mixtures for ready reference. This allows you to concentrate on creativity, knowing your flesh colors are right every time. The system consists of the following components: Item # 2530 MSRP \$229.99 Pro Mix Color System UPC 018918025305 Disc Code E

- A. Flesh Color Spectrum** - Ten specially formulated Pro Mix® Oil Colors. Item # 2520
- B. Standard Colors** - Thirteen standard palette Professional Permalba® Oil Colors. Item # 2523
- C. Original Permalba® White Oil Color.** Item # 2758
- D. Disposable Paper Palette with colors diagram.** Item # 2521

A. FLESH COLOR SPECTRUM

These ten colors are, in fact, simple, traditional flesh color combinations, used by all portrait artists since the introduction of oil painting. Painters have used the resulting hue for the five hundred years of oil painting.

The Lights:

Light 1. A clean, clear color for the lightest lights, combines Original Permalba® White, Yellow Ochre and Cadmium Red Light.

Light 2. A basic flesh tone combines Original Permalba® White, Yellow Ochre, Cadmium Red Light and Cerulean Blue.

Light 3. A warm, pink flesh color for ruddy areas in light combines Original Permalba® White, Yellow Ochre, Cadmium Red Light and Cerulean Blue.

The Halftones:

Halftone 1. A cool halftone, especially helpful as a starting point in painting receding planes, combines Original Permalba® White, Yellow Ochre, Cadmium Red Light and Viridian.

Halftone 2. Often used where light and shadow areas meet, this warm, rich color combines Original Permalba® White, Yellow Ochre, Cadmium Red Light, Chromium Oxide Green and Cadmium Orange.



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The Darks:

Dark 1. Original Permalba® White has been added to the basic mixture of Dark 2.

Dark 2. This is a rich dark mixture of Burnt Sienna, Viridian and Cadmium Orange.

The Neutrals:

Neutral 3. The light halftone combines Original Permalba® White, Black and Yellow Ochre.

Neutral 5. This is precisely midway between black and white a combination of Original Permalba® White, Black and Yellow Ochre.

Neutral 7. Positioned on a value scale of nine tones, this is a dark halftone, midway between value 5 and black. This is a warm dark gray combining Original Permalba® White, Ivory Black and Raw Sienna or Yellow Ochre.

B. THIRTEEN COLORS FROM THE STANDARD PALETTE

Professional Permalba® Cadmium Yellow Light, Yellow Ochre, Cadmium Red Light, Venetian Red, Cadmium Orange, Burnt Sienna, Burnt Umber, Alizarin Crimson, Chromium Oxide Green, Viridian, Cerulean Blue, Ultramarine Blue, Ivory Black

Professional Permalba® Oil Colors are manufactured with the finest pure densely concentrated pigments and the highest quality refined linseed and safflower oils to minimize after-yellowing and to provide maximum film flexibility and permanence. The Professional Permalba® 64 color range provides all rated pigments that are Lightfastness I. Each color contains the maximum amount of pigment to achieve the optimum tinting strength when blended with the finest Original Permalba® White.

C. ORIGINAL PERMALBA® WHITE

Artists have relied on Original Permalba® White Oil Color for superior quality and permanence since 1921. Original Permalba® White is an exclusive blend of Titanium and other pigments prepared by a special process, developed after extensive laboratory and practical testing. It is acid and alkali resistant and ranks highest among the most opaque pigments with greater covering power. Original Permalba® White will not yellow with age and will yield tints of true color value and brilliance. It's smooth buttery consistency dries to an elastic film that has no tendency to crack.

D. DISPOSABLE PAPER PALETTE WITH COLORS DIAGRAM

The John Howard Sanden disposable paper palette is provided with a colors diagram printed on the cover. This diagram is slipped beneath the top leaf of the disposable paper palette. This allows the artist to quickly and efficiently set out the palette of colors, as the diagram remains visible through the translucent paper of the palette. At the conclusion of the painting session, the top leaf is stripped off and discarded. The palette has 30 tear off surfaces 50cm x 40cm.



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