

## Authentic Beauty™ Wood Finish

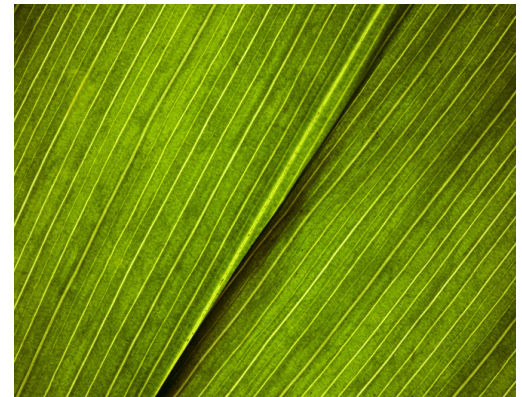
Beaulieu's Authentic Beauty wood finish is a low luster appearance created through a special process that hardens the wood surface and makes the surface more durable and very scratch resistant enhancing the floorings performance. The Authentic Beauty finish is a recreation of the "finish in place" wood products that are installed and beautifully hand finished by experienced craftsman. Beaulieu has improved upon this process because our wood floors do not require the product to be oiled immediately after installation and does not have pre-determined oiling maintenance schedules. The low luster finish provides the look of a natural oiled floor without the scheduled maintenance.

Beaulieu's flooring products with Authentic Beauty finish are different from natural oiled floors in several ways. First, a non-petroleum based, organic oil is applied to the wood' surface that penetrates into the cellulous fiber of the wood and is cured during processing. This finish now becomes part of the wood floor. This unique finish gives the surface of the wood flooring a more natural look and a greater wear resistance compared to products with natural oil finishes. The most important difference is the Authentic Beauty finish allows the product to be spot repaired without refinishing the entire floor. Unlike, natural oiled floors that can only maintain their desired look if the oil is re-applied on the required maintenance schedule.

When comparing our finish to polyurethane finishes, there are several areas that Authentic Beauty has an advantage. First, while polyurethane finishes usually contain aluminum oxide powders in the surface treatment to aid in the finishes scratch resistance, these type additives tend to cloud the finish and take away from the natural beauty of the woods graining. Secondly, polyurethane finishes, once damaged will require the product to be refinished or re-coated completely due to the closed cell characteristic of polyurethane. Likewise, Aluminum Oxide treated woods typically leave a white scratch in the floor that is more visible.

Beaulieu's Authentic Beauty can be cleaned using WOCA® brand cleaners such as WOCA oil refresher and WOCA oil soap. Repairs for minor surface traffic patterns and/or scratching can be repaired by using WOCA maintenance oils or Master Oil. WOCA products can be found at: [1877floorguy.com/beaulieuoilwood.html](http://1877floorguy.com/beaulieuoilwood.html) under the Beaulieu UV-Cured Oiled Engineered Hardwood tab.

For installation, warranty, additional care and maintenance information or questions contact Technical Services at 800-944-2840 or [tek.services@beaulieugroup.com](mailto:tek.services@beaulieugroup.com).



### Beaulieu America

Technical Services

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