

MISSION: IMPOSSIBLE

OR IS IT?



Pollution Rising At An 'Alarming Rate' In World's Cities

Let's rip the bandaid off right at the start here: the world we're living in is an environmental war zone. For the shiny finish of your automobile, that is. Not only does this noxious atmosphere make your wheels look like they've aged before their time, but it can actually rip layers off your car's finish.

Outdoor pollution has risen 8% in five years with fast-growing cities in the developing world worst affected, WHO data shows The effects of this toxic soup on your health? That's a conversation for another day.

The way I see it, your car's health is much like your own - you wouldn't ignore a festering wound, would you? Similarly, you can't neglect the maintenance of your vehicle's exterior. You need a system, a proper system, for routine wash and wax, for stripping away those nasty contaminants clinging onto your car's coat. Miss this critical step and you might as well flush your car's resale value down the drain. Let's face it, first impressions last and nothing makes a worse first impression than a worn-out finish.

If you're planning on trading in your old ride for a shiny new one, here's something you should know: used car appraisers at the dealership don't just count wheels. The very first thing they inspect is the car's finish. And if it looks worse for wear, you can kiss those extra thousands goodbye.

But let's not get carried away. There's hope yet.

Out there on the roads are cars, plenty of 'em, from all walks of life, that look as shiny and new as the day they were bought, some even

necessity.

hailing from two decades ago. So what separates these chariots of resplendence from the ones fading before their time?

The very first thing they inspect is the car's finish. And if it looks worse for wear, you can kiss those extra thousands goodbye.

Many car owners moan about a lack of time. But if you care about your investment, you've got to put in the time to maintain your vehicle's exterior. This is no longer an option, but a

So, here's what I have for you: a detailed roadmap to safeguard your car's outer shell. A system to guard your car from premature decay and maintain that showroom shine for as long as you own it. And believe me, it's not pie in the sky stuff; this

system works. It's tried, it's tested, and it's absolutely legit. So, buckle up, pay attention and let's dive into the details. This might just be the key to solve one of your greatest concerns and to protect one of your most valued possessions.



Paint damage caused by unprotected exposure to pollution and sun

Who Is Dan Anderson?



I want to set the record straight right from the get-go. I'm no random Joe selling you snake oil. I'm a seasoned veteran in the trenches of the automotive world, armed with tried and tested knowledge ready to yield tangible results.

With over 30 years in the automotive appearance business, I've spent my life knee-deep in everything car aesthetics. I cut my teeth as a graphic designer for Trim Line / Auto Trim Design, whipping up designs for dealerships, body shops, and individuals alike. Then in 1991, I started my own show - Newlook Body Works, specializing in the alchemy of paint repair technologies. My hands have brought back the shine on everything from Toyotas to Ferraris, and every auto beast in between.

So, the nitty-gritty of it is this: when it comes to the art and science of restoring your car's finish, you'd be hard-pressed to find a better guide. I've done it for myself, and I've done it

for a myriad of clients with vehicles of all makes and models. It's time we roll up our sleeves and get to work. Let's go...

The Wash...

Let's talk straight about one of the biggest missteps in car care - washing your ride the right way. It's a crime, really, how this critical task is misunderstood and mishandled, causing irreversible dullness and damage to your vehicle's finish. I hear you asking, how can that be?

Next time you're out and about, cast a critical eye on a bunch of cars bathed in sunlight or under artificial glow. Notice anything? Light scratches, covering the bodies of these cars like a spider's web, all radiating out from a central light source, like the gleaming reflection of the sun. Many of these swirl marks are a direct consequence of amateur hour at the car wash and drying.

Car aficionados come in all shapes and sizes, from the overzealous lot who fuss over their rides daily, to those who, despite their love for their vehicle, only manage a wash or a quick detail every week or two. One thing's for sure, though, both types would rather stick needles in their eyes than take their cherished machines to the dreaded "automatic swirl factories" a.k.a car washes.

In this dossier, my aim is to arm you with a slew of ideas and tips that will ensure your vehicle continues to look its best, and provide guidance to sidestep, or at the very least, minimize the creation of swirl marks.

Car Wash Shampoos. Let's dish out some truth about car wash shampoos. They've journeyed far from their humble beginnings. Back in the day, people were content reaching for the dishwashing soap, and they'd scrub away like there was no tomorrow. Now, those ads might preach about its soft touch, but don't be fooled - dish soap is a degreaser, pure and simple. Its job? Obliterate grease and food. Perfect for your dinner plates, disastrous for your car! The very qualities that make it a champ in the kitchen will strip the wax off your ride and leave your plastic trimmings and rubber seals high and dry.

A truly worthy car wash shampoo is a well-crafted mix of foaming prowess, lubricity, pH balance, concentration, gentleness, and a knack for enhancing gloss. The crème de la crème of these shampoos not only spruce up your car's surface, but also boost its gloss and, here's the kicker, they leave your car wax, paint protectant or paint sealant unscathed.



Recommended product: <u>MEGUIAR'S G7164</u>
Gold Class Car Wash Shampoo & Conditioner

<u>Wash Mitts:</u> Let's shine the spotlight on the unsung hero of car washing - the humble wash mitt. These can be spun from short or long nap microfiber, sponge, or sheepskin, synthetic or genuine. These mitts, with their long microfiber tendrils, marinate your car's fragile paint in frothy suds while they nudge away the grime, road tar, and dirt.

Now, listen up, this is key: ditch the shop rags, retire those old t-shirts, and for heaven's sake, save the beach towels for the beach! These materials are too thin, leaving you vulnerable to applying excess pressure on the paint. And when that happens, you'll end up shoving dirt around, leaving your paint with unsightly swirl marks. To add insult to injury, these wash rags don't let go of trapped dirt easily.

Enter the specially designed, thicker wash mitts for cars. They're the safe harbor for dirt, keeping it away from your paint till the mitt is rinsed. That's the kind of tool you need in your car care arsenal.

Recommended product: <u>Chemical Guys Chenille Microfiber Premium Scratch-Free Wash</u>
<u>Mitt</u>

<u>Two-Bucket Washing Method:</u> For those striving for a swirl-free finish, you'll find no greater advocate than the discerning enthusiast recommending the Two-Bucket Washing Method. No prizes for guessing what it involves - two distinct buckets for your car washing extravaganza.

One's the life of the party, brimming with frothy car wash solution, while the other's the sober friend, filled with clean, clear water for rinsing your mitt after every rendezvous with your car. This keeps the party-crashers, the dirt particles you just evicted from your car's surface, from crashing back into your clean wash solution and hitching another ride on your wash mitt. Recommended product: Chemical Guys HOL129 Best Two Car Wash Bucket Kit

<u>Grit Guard Inserts.</u> If these aren't already in your arsenal, it's high time they were! Imagine a circular plastic grid, taking up residence at the bottom of your bucket. Suspended above the bucket floor by four fins, it creates a no man's land where the dirt evicted from your car by your wash mitt is exiled, away from the mitt's clutches.

Once you've given your car a thorough wash, lift that Grit Guard Insert and take a gander at how effective it really is. It's a no-brainer to use the Grit Guard Insert in both your wash and rinse buckets if you want to score maximum points against swirl marks.

The Grit Guard Washboard, its partner in crime, perches atop the Grit Guard Insert. This combo is a masterstroke, allowing you to scrub your wash mitt without disrupting the sediment of dirt that's settled at the bucket's bottom. This drastically cuts down the chances of your mitt getting chummy with the dirt again and leaving you with swirl marks to show for it.

Recommended product: <u>GRIT GUARD - The Original Grit Guard Insert With Washboard</u> Combo Pack

Hose Nozzles: Yes, even this humble device plays a starring role in your car wash saga. There's nothing that spikes frustration levels quite like battling a shoddy, leaky hose nozzle while trying to spruce up your car. Enter the Fire Hose Nozzle, a real game-changer, offering a smorgasbord of spray patterns and, crucially, an open flow - without any irksome leaks! The open flow feature isn't just a nice-to-have, it's a must. Especially when you're rinsing your car. It lets water cascade off your vehicle in sheets, instead of forming beads. This cuts down your drying time and wards off those dreaded water spots. Plus, the fire hose nozzles are sturdy little soldiers. You can drop them quickly without a worry and there's no handle to accidentally give you a surprise shower.

Recommended product: Fireman Style Garden Hose Nozzle

Foam Guns. Out of all the cleaning gizmos out there, this one takes the crown for me. Picture this: a layer of dirt and grit lurking on your paintwork, grinding away like sandpaper. Even a pre-rinse with water might not save you from potential scratches. But a foam gun, my friend, changes the game. It swathes your car in a blanket of sticky suds, trapping the dirt and slashing the risk of scratching. Toss in your top-choice car soap, let it fly, give it a few minutes to work its magic, then simply rinse off.

Got a light dusting or a sprinkle of road tar on your paintwork? The foam gun can often step in for a traditional



wash. Drape your car in that foamy blanket, gently wipe with your favored wash mitt, and keep that mitt fresh with frequent rinses from a separate sprayer. This tactic ensures your mitt stays virtually grit-free. Once you've wiped down your car, it's shower time - hose it down thoroughly.

Recommended product: Chemical Guys Torq Foam Blaster 6 Foam Wash Gun

Drying Your Vehicle...

<u>Microfiber Waffle Weave Drying Towels:</u> These towels are the triple threat - soft, safe, and seriously effective. Picture the fibers in a waffle weave as mini pockets, guzzling up water while being feather-soft on your vehicle's delicate surfaces. Usually, two of these bad boys get the job done, giving your vehicle a spotless, streak-free finish. Towel one mops up the lion's share of water, while its partner takes care of any lingering moisture, assuring a streak-free finale. Another feather in their cap is that they play nice with other microfiber detailing towels in the wash, guaranteeing they come out clean, fresh, and ready to roll next time, with zero chance of leftovers from the last job causing scratches.

Recommended product: Chemical Guys Waffle Weave Gray Matter Microfiber Drying Towel

<u>Car Dryers:</u> Picture this - a nifty, handheld car dryer, packing enough punch to blow water clear off your vehicle, guaranteeing a streak and scratch-free finish every single wash! Put the Car Dryer to work across your entire vehicle, or to launch a precision attack on water hiding in cracks, crevices, lurking behind emblems, sandwiched between body panels, and any other hidey-holes water has staked a claim on. With a Car Dryer in your arsenal, you're set to dry your car easier than ever, steering clear of water spots - even under the full glare of the sun!



Recommended product: Chemical Guys
JetSpeed VX6 Professional Surface Air
Dryer and Blower

Leather Chamois or PVA Synthetic Chamois present another alternative for drying your ride. But beware, these towels don't quite measure up in softness or gentleness to the products we've discussed above, and they're more prone to leaving a swirl in your paintwork.

Having acquainted you with the right tools for this mission, next up is masterclass on the right technique to wash your vehicle, keeping those wash-induced swirls at bay.



Steps for Washing Your Vehicle

Rule number one: Always wash your car in the shade! This stops your car wash shampoo from pulling a disappearing act before you've had a chance to rinse it off. Aim to wash your vehicle on a calm day. Even a hint of a breeze can launch dirt particles into the air. Like moths to a flame, these particles are drawn to the wash/rinse water on your car and behave like sandpaper when they get caught between the drying towel and the vehicle's surface. What's more, a breeze can cause spots to dry before you've managed to rinse off the soap, leaving you with streaks and water spots.

Only use high quality car shampoos and wash mitts.

- Load up a 5-gallon bucket till it's about 2/3 full with cool water. Measure in the shampoo following the recommendations on the label. Unleash a robust jet of water into the bucket to whip up a sudsy storm. Fill up your second bucket with pristine water, all set to rinse your wash mitt.
- Give your vehicle's surface a meticulous rinse to evict any loose dirt and grime before
 you embark on the car wash operation. If the paintwork is throwing a dirt party or you
 want to play it extra safe, call in a foam gun to give your vehicle a pre-soak before the
 rinse.
- Here's a golden rule when washing your ride: Always progress from top to bottom, never the other way around. The grime-gathering hotspots on your vehicle are usually those nearest the ground. Wheel wells, rocker panels, and bumpers are notorious for hoarding filth, and the last thing you want is to transport that gunk back onto the paint surface, running the risk of scratching it.
- Immerse your wash mitt in your car wash brew and give it a good squeeze over the wash surface. Think of this as a warm-up round that softens up the surface grime. It also showers the surface with an extra layer of soapy water the slicker the surface, the safer you can scrub away the grime without risking scratches.
- Maintain your scrubbing territory compact and make frequent pit stops with your wash mitt at the second bucket for a good rinse.
- Employ a tactic of washing in straight, overlapping lines, shunning the idea of circular motions. Treat your wash mitt with a gentle touch on the first round. This initial sweep will commandeer the lion's share of the dirt, while coaxing the leftover grime into submission for capture on the second sweep.
- Proceed to shower your vehicle, employing the 'open flow' setting on your hose nozzle.
 If your nozzle is bereft of such an option, unshackle the nozzle completely, granting the water the freedom to roll or 'sheet' over the surface. This strategy is twofold in its benefits. Primarily, 'sheeting' water generally evacuates fewer residual droplets,

equating to less drying time. Secondly, reduced water implies less risk of forgotten droplets plotting to besmirch your vehicle with unsightly spots.

- As you embark on drying your automobile, strictly engage top-tier microfiber waffle
 weave drying cloths, and wring them out regularly. Employ gentle care on the surface,
 forsaking any undue pressure on the paintwork. Rubbing isn't required your task is
 merely to absorb the majority of the water! After your first cloth has drunk its fill, and the
 majority of water has been lifted, employ your second towel to gently eradicate any
 lingering streaks or droplets.
- Finally, assuming your wax or sealant hasn't lost its verve, give your vehicle a quick spritz with a detail spray to breathe life and slickness back into your paintwork. This final flourish gifts your vehicle that freshly-detailed aesthetic by amplifying its gloss, while also eliminating any drips, water spots, or streaks that might've snuck in when your back was turned.

The Need For Clay...

Every vehicle finish faces a common nemesis, typically unseen, yet unyielding in its onslaught. This adversary, a constant presence in the air we inhale, locks horns with your car's paintwork the moment it exits the factory gates. The antagonist? Airborne pollutants and fallout. Standard washes prove inept at combating it, and even paint polishing does little to stave off its effects. The remedy? Detailing Clay.

Despite being overlooked by a plethora of detailing aficionados and enthusiasts, Detailing Clay is a groundbreaking, DIY-friendly tool in the car care world's arsenal. Birthed in Japan in the late 1980s, automotive Detailing Clay offers a system tailored to safely and effectively purge your paintwork of stubborn surface contaminants that defy traditional washing methods.

Applying Detailing Clay to your paintwork doesn't stand as a replacement for polishing your ride. Instead, the clay process is a pre-polishing ritual designed to extract stubborn dirt



particles sticking to your paint. The subsequent polishing phase then eliminates paint imperfections like scratches, swirl marks, oxidization, and staining, improving overall paint clarity to boost gloss and prep your paint for car waxes, sealants, or coatings. For the uninitiated, smearing detailing clay on your car might sound odd, but rest assured, it's an ultraeffective, user-friendly, quick, and supremely safe method! If claying is new territory for you, just a few passes will reveal what you've been missing out on.

Plus, it's pretty enjoyable!

This methodical walkthrough will guide you through the claying process, helping you banish stubborn surface contaminants and prime your car for polishing and/or protective treatments.

Does My Car Need to be Clayed?

Firstly, let's dispel the myth that age matters - it doesn't! A common misconception is that a new car doesn't require claying, which isn't always accurate. Contaminants aren't discerning; they don't discriminate between new and old vehicles. If airborne contaminants have bonded to your car's surface, claying becomes necessary.

Bear in mind that even a brand-new car has navigated through a variety of environments before the keys are handed over to you by the salesperson. The journey of your car began at the factory, followed by a sojourn in a parking lot awaiting transportation via ship, train, or truck, and finally, it stayed in another lot before being sold. During this lengthy transit from the factory to your driveway, who's to say what airborne elements your car was exposed to?

Surface Contamination Test

Regardless of whether your car is new or old, there's a straightforward method to determine if it's time to clay your car. The type of contamination that clay eliminates can frequently be sensed through touch. The surface of your car's paint should feel smooth. If there's a texture resembling grit, sand, or small pebbles on the paint, then it's a sign that your car needs to be clayed.

- Before proceeding with a contamination test, it's crucial to wash your car thoroughly to ensure that its surface is clear of any loose dirt. After the wash, feel the surface using the back of your hand to detect any obvious contamination. Sometimes, you may immediately sense the contamination, but at other times, you may need to take an extra step for your contamination test.
- Get a plastic baggie and place your hand inside it.
- Slide the baggie across the same area of your car's paint that you felt with your bare hand.

Do you notice a difference? Essentially, the plastic bag amplifies the surface contamination adhered to your car. Even if you don't feel much, it's always a wise idea to remove it before proceeding with your car polishing and protection processes.

Types of Bonded Surface Contamination

Adhered surface contaminants can cause your car's paint to feel rough, making it more susceptible to oxidation and premature deterioration. If your paint lacks smoothness and slickness, dirt and grime are more likely to cling onto your car's surface. This scenario could result in the unfortunate appearance of swirls during your car washing process.

Overspray

Clear Coat

Colour Base Coat

Primer Coat

Actual Body Panel

- Paint Overspray
- Rail Dust
- Industrial Pollution
- Road Grime
- Brake Dust
- Bug Remains
- Pollen
- Specs from Tree Sap or Tar
- Many other contaminants that float around the air and attach themselves to your paint.

How Detailing Clay Works

Surface contamination, as depicted in this magnified illustration, resists removal during traditional washing methods. It's even challenging to eliminate it via polishing. Detailing Clay is specifically designed to easily and rapidly remove this contamination as it glides across your paint surface, without causing any damage.

Detailing Clay operates by sliding over your car's paint on a thin layer of clay lubricant. The contamination protrudes from the paint surface, allowing the clay to eliminate it. The clay lubricant ensures that the clay doesn't stick to the paint surface while it removes the bonded contamination. Although detailing clay possesses abrasive properties, it doesn't harm paint as it is only abrasive to the contamination. Detailing Clay essentially slices off the bonded surface contamination without inflicting any damage to your paint.

Types of Detailing Clay

There exists an array of clay brands, each offering different levels of aggressiveness.

Aggressive Detailing Clays are predominantly used in auto body repair shops for removing stubborn contaminants such as heavy paint overspray. Ultra-fine to medium grade Detailing

Clays, on the other hand, are designed for professional detailers, passionate enthusiasts, and regular consumers.

Clay Lubrication

Without appropriate lubrication, Detailing Clay will not function effectively. In fact, the clay might stick or skip across the paint, potentially causing damage to the surface.

Detailing Clay Procedure

CRITICAL! If you happen to let that precious detailing clay bar of yours kiss the ground, consider it lost forever. You see, it picks up dirt, and that's a one-way ticket to Scratchville for your car!

- Keep this in mind work under a cover, and on a cool surface. Warm or hot surfaces make
 the clay clingy and ineffective for the task at hand removing that stubborn bonded
 surface contamination.
- · Give your ride a good ol' wash and dry.
- Chop your Detailing Clay into half or quarters and mold a nice, flat, round wafer. That 200g
 Clay Bar of yours will yield four pieces.
- Now, spray your clay lubricant generously over an area roughly 2' by 2'.
- Gently, like you're soothing a baby, sweep your clay bar across the paint. Easy does it you're only skimming the surface to knock off those bonded contaminants. The clay
 might feel a bit resistant initially, but soon, it'll be sliding back and forth as slick as
 butter on a hot pan.

CRUCIAL! Bathe both your clay and the surface in your clay lubricant.

- Mop up the excess lubricant from the surface with a high-grade microfiber towel.
- Frequently reshape your clay by folding and kneading, unveiling a fresh clay surface for use.
- Run your fingers over the treated area. You're looking for a silky, smooth finish. If it's not there, rinse and repeat until all surface contamination has surrendered.

- Be relentless. Cover the whole car in your pursuit. Remember, detailing clay does a fantastic job on glass, chrome and wheels as well. Though, deep-seated grime on wheels may demand a tad bit more elbow grease.
- And remember when treating wheels, always use a separate clay bar that has sworn an oath never to touch your car's paint.

Increase the Life of Your Clay Bar

As your Detailing Clay Bar diligently scrubs and eradicates contamination, it's also silently collecting that grime, darkening its surface with a grimy grey or brown film. Conventional wisdom dictates to fold the dirt-ridden side onto itself, revealing a pristine side. Sure, it's effective, and you can get some solid mileage out of your Clay Bar this way, but it begs the question: where does that grime that was just squished into the clay's core go?

Over time, this accumulated filth will become so dense that the clay bar will forfeit its functionality and might even inflict scratches. It's a clear sign: time for a fresh recruit.

Storage: Give your clay bar a good spritz with your clay lubricant to keep it from turning into a sticky mess. Stow it in its original packaging or a ziplock bag. And remember, don't let your clay bar play freeze tag or sunbathe – it doesn't appreciate temperatures below freezing or above 120 degrees.

Recommended product list:

Chemical Guys Medium Duty Clay Bar and Luber Synthetic Lubricant Kit

AutoCare Fine Grade Clay Bar Mitt

Meguiars Professional Detailing Clay – Aggressive

Paint Protection...

Many novices owning gleaming automobiles view clear coat as an invincible fortress guarding their prized possession from damage. This perception is utterly mistaken. The clear coat is a robust transparent paint, purposed for safeguarding your vehicle's color coat and imparting a rich depth to its shine. Despite boasting more resilience than antiquated single-stage paints, the clear coat is far from being a sophisticated shield, it's merely a clear paint requiring the same vigilance in protection as its older counterparts.

Car Wax, Paint Sealants And Paint Protectants, What's The Difference?

Before you dive into choosing your armor of choice, it's essential to unpack the somewhat befuddling term, "protectant," that holds multiple meanings in the world of car finishing care. To uncomplicate things, consider car waxes, paint protectants, and paint sealants as the trilogy under the umbrella of the "paint protectant category". While some may be more competent soldiers than others, they all valiantly shield your car from brutal environmental attacks and stave off premature degradation sparked by the sneak attack of oxidation. Thanks to the marvels of modern technology, your grandfather's car wax



would now be dubbed "vintage" and wouldn't hold a candle to the more fortified synthetic sealants and protectants of today.

Synthetic Paint Sealants vs. Old School Traditional Paste Wax

Selecting a paint protectant often leads to a duel between liquid and paste wax, with many assuming the latter to be superior due to its demanding application and removal process. This, my friend, is a misconception. The true purpose of a paint protectant is to form a strong bond with your vehicle's surface, creating a defensive barrier against the harsh, unyielding environmental elements while also making your car's paint slicker than a greased pig and as visually appealing as a masterpiece.

When you're erasing protectant residue, the key is to leave as much bonded protectant on the surface as humanly possible. New-age liquid paint sealants are champs at this task, executing it flawlessly. With old-school paste waxes, however, this becomes a Herculean feat. You've got to wrestle to eliminate the residue, a struggle that creates friction and, sadly, ends up evicting a chunk of the protectant that you so desperately needed to stay put.

How To Choose Your Paint Protection

Picking a champion from the plethora of car waxes, paint sealants, and paint protectants can feel like finding a needle in a haystack. When making this crucial decision, ensure your chosen protector comes equipped with the trifecta of winning features: durability, aesthetics, and of course, slickness. With these pivotal attributes under our belt, let's plunge headfirst into the fascinating chemical makeup of paint protectants.

Old School Paste Wax – Picture these as your granddad's secret weapon. Paste
waxes, built on outdated tech, manifest as rigid wax concoctions laced with silicone
and petroleum distillates, all in the name of conjuring a fleeting shine. They're as
stubborn to apply as they are to remove. Indeed, the very elbow grease it demands to

erase the wax residue inadvertently chips away at the layer of protection you're laboring to leave intact.

- Carnauba Infused Wax Imagine these as the high-maintenance show-offs of the wax world. True Carnauba Infused Waxes are pliant, user-friendly, and typically command a steeper price, revered more for their aesthetic appeal than their staying power. They're often referred to as 'toppers' as they're primarily employed to crown acrylic paint sealants in need of some sparkle. Carnauba works well on all hues, but it especially dazzles on deeper, darker colors. But don't let its glitz fool you. Its Achilles' heel is heat; pure carnauba starts to liquify at around 160 to 170 degrees, leading to swift fading of its visual appeal and protection under the harsh sun's rays, more so on darker colors that are prone to heat absorption. In short, call upon carnauba when you want your ride to make heads turn, but don't bank on its endurance.
- All-in-One Wax Envision this as a jack-of-all-trades in the wax universe. An all-in-one wax is a one-and-done product, possessing some polishing prowess along with protection capabilities. It's tailor-made for those who possess an immaculate surface free from flaws and are aiming for an added layer of security. The all-in-one wax's aggressive nature aligns with that of a pre-wax cleaner. But there's a hitch the cleaning components hinder the optimal bonding of protection on the paint surface, making it essential to follow up with a robust protectant that's not an all-in-one wax.
- Synthetic Paint Protectors Man perfected the wax! Modern technology offers us synthetic paint protectors, capable of providing enduring, potent protection. Unlike their wax counterparts, synthetic paint protectors can weather the storm of temperatures exceeding 1000 degrees, contributing to their enhanced durability. While opting for a synthetic paint protector, you need to distinguish between the two fundamental types. Both offer commendable protection, but their shine and slickness levels can differ. Typically, a high-quality synthetic polymer-based paint protector will deliver unparalleled protection, lustre, and smoothness. Meanwhile, the acrylic-based protector will provide decent protection but might lack the slickness and possibly need a carnauba topper to amp up the shine.

Recommended product list:

Pinnacle Souveran Carnauba Paste Wax

CarGuys Hybrid Wax Sealant - Top Coat Polish and Sealer

Klasse All In One & Sealant

Klasse High Gloss Sealant Glaze

BLACKFIRE Wet Diamond All Finish Paint Protection

BLACKFIRE Midnight Sun Carnauba Paste Wax

Armed with the knowledge of traditional waxes versus synthetic sealants, you're now equipped to make an informed decision about what fits your needs best. There's no "right" or "wrong" here, just ensure that your paint is shielded and remains so!

Now that you've meticulously prepared the surface, you should be looking at a high-gloss, slick, and defect-free finish devoid of contaminants. Now, you're set for the protection stage! I know, it appears to be quite the journey, but trust me, the end product will reflect your dedication, and the actual protection process is surprisingly easy.

Instructions for Applying Wax and Sealants

Always ensure you're working in a shaded location and on a cool surface.

- Kickstart your wax or paint sealant deployment by focusing on the topmost parts of your automobile. Deploy a slender, uniform layer of your car wax or paint sealant using a top-tier microfiber or foam wax applicator. Move in a back-and-forth rhythm, following the panel's direction or the car's lines. This technique can also be executed with a finishing pad on a dual-action polisher.
- Upon finishing the application of your car wax or paint sealant to your entire
 automobile, be patient. Give it some time to settle down and bond with the paint.
 Typically, this bonding process takes around 15 to 20 minutes, but depending on the
 type of car wax or paint sealant you use and the prevailing weather conditions, it may
 require more time.
- Here's a simple trick to find out if your car wax or paint sealant residue is ripe for removal - the "swipe test." Quickly swipe your finger across a small patch of wax residue. If it leaves a smear, you've gotta be patient and wait a tad bit longer. However, if it leaves a clean area, it's showtime! It's ready for wiping off.
- Let's kick off your wax or sealant removal from the same point where you initiated the application. Grab a top-of-the-line microfiber buffing or polishing towel and use it to wipe in the same back-and-forth motion as before, during the application. Keep this tip in mind as you get going, frequently flip your towel to reveal a fresh side. And don't forget to occasionally give it a good shake to dislodge any loose residue build-up.
- Want your ride to turn heads? Then, here's a secret sauce for ya repeat the whole shebang about 12 hours later or more, once your car wax or paint sealant has had a chance to firm up and complete the bonding process with your paintwork. Trust me on this one, the second coat doesn't just guarantee an even spread, but it also kicks up the shine a notch!

How Often Should I Wax Or Protect My Paint

Now there's a million-dollar question! The quick 'n dirty answer: with waxes and paint sealants you'll want to do the rounds 2-4 times annually. This frequency largely hinges on your

environmental conditions and whether your baby gets garage-pampered or is left to the wild outdoors. A load of car wax, paint sealant, and paint protection producers will sing praises of their miracle products, claiming they'll last a year or more. But folks, there's no magic potion here. Sure, you might still find some protection clinging on after a year, but would you bank on it? Think of it like sunscreen. Would you slather it on at sunrise on a sweltering summer's day, and expect it to safeguard you until sunset? Yes, there'll be a trace of it by day's end, but you're also likely to sport a brand new sunburn! The lesson here, just like your skin, the environment can speed up aging - so STAY PROTECTED!

Now I hear you asking, "Do I really gotta follow all these steps?" Well, if you're content with run-of-the-mill results and protection, then by all means, cut corners. But if you're aiming for the stars, then you bet your boots, you gotta toe the line and steer clear of any shortcuts. Remember, that car or truck didn't come cheap. It's an investment, and like any wise investor, you'll reap what you sow. So roll up your sleeves, do the right thing, and your vehicle will return the favor!

BONUS FEATURE: Ceramic Coatings The New Gold Standard in Car Protection

Discover the difference between ceramic coatings and other synthetic paint sealants, and become your own pro with our easy DIY guide!

The World of Car Paint Protection

Waxes and sealants are all aimed at one singular goal: keeping your car looking showroom fresh. But not all protectants are created equal, my friend.

Enter *ceramic coatings*, a relative newcomer but quickly becoming the kingpin of the car protection world.

The Science of Ceramic Coatings

At its core, a ceramic coating is a liquid polymer. When applied to a vehicle's surface, it chemically bonds with the factory paint, creating a protective layer on top. Think of it as an invisible suit of armor for your beloved ride.

How Does It Stack Up Against Other Sealants?

Waxes and synthetic sealants have been around the block. They offer protection, but often at a fleeting pace. They degrade with time, harsh weather, or even something as simple as a car wash.

Ceramic coatings, on the other hand...

Last Longer: We're talking years here, not months.

Repel Water Brilliantly: That mesmerizing bead effect when water hits the surface? That's ceramics at work.

Protection from UV Rays: No more faded paint due to merciless sun exposure.

Chemical Resistance: Say goodbye to etches or stains from nasty acidic contaminants.

Ease of Cleaning: Dirt and grime have a tough time sticking, making your wash days a breeze.

While waxes and sealants can be thought of as short-term solutions, ceramic coatings are your long-term game plan.

DIY: Ceramic Coating Application 101

The allure of ceramic coatings is evident. But can anyone pull off its application? Absolutely. Here's your beginner-friendly guide:

Preparation Is King: Before you touch that ceramic bottle, your car needs to be impeccably clean. That means a thorough wash, followed by clay bar treatment to remove contaminants. Finish it up with a paint correction (polishing) to ensure the surface is defect-free.

Gloves On: The application might be simple, but you don't want the product on your skin. Wear nitrile gloves.

The Application: Dampen the applicator pad with a few drops of the ceramic solution. Start with a small section of the car, say 2x2 feet. Apply the coating in a cross-hatch pattern (updown, then side-to-side). It's not a race. Take your time and ensure even coverage.

Flash Time: Once applied, the coating needs some 'flash' time, which is typically a few minutes. You'll notice it turning slightly rainbow or iridescent.

Buff Off: With a clean microfiber towel, gently buff off the flashed coating. Ensure no residue remains.

Curing: The coating needs time to cure, generally 24-48 hours. Keep the car away from water or harsh conditions during this period. This is when the magic solidifies!

Final Thoughts

While the DIY approach in ceramic coating application saves you a good chunk of change, it does demand meticulousness. With dedication and a bit of elbow grease, you can give your car a protective layer that rivals professional services. It could very well be that the future of car

protection isn't going to be in fleeting waxes or quick-fix sealants. It likely will be in ceramic coatings, and now you're equipped to dive right in.

Recommended product: Nano Bond Ceramic Coating 9H PRO

When The Inevitable Happens...

Listen up my friend, we live in a world of two car tribes: the Driven and the Undriven. The Undriven, or as we like to call them, "garage queens," are your flashy show cars and exotic models that scream 'investment' more than 'daily commute'. The owners of these beasts need to keep them in tip-top shape to maintain their value.

But then we've got the real world, where you and I roll. Our reliable wagons shuttle the kids to and from school, and haul our grocery hauls from the local store. But they face a war zone of other foes. And let me tell you, there's a whole army of them. Let's roll out the rogues' gallery:

Shopping buggies

Bank posts

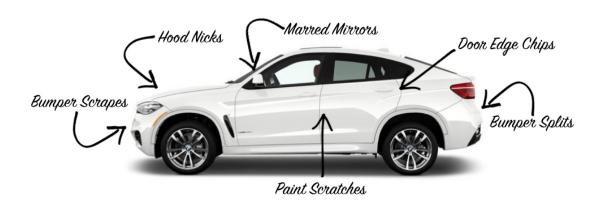
Garage doors

Other car doors

The key

Rocks

And the list goes on...



These enemies are the ones that, despite your best defensive maneuvers, will inevitably rain on your parade. If you're anything like me, every scratch, scrape, mar or chip inflicted on your paint by one of these devils stings like seeing your kid return from school, battered by some playground bully. That's the gut punch.

The cold, hard truth is that no amount of scrubbing, claying, or waxing can shield or erase a scraped bumper, scratched body, marred mirrors, door edge chips, and hood nicks.



Not too long ago, the only antidote for this heartache was a pricey rendezvous with the body shop. It's only recently that new technologies in paint repair have emerged, offering another route to redemption...





Introducing The Mobile Body Shop...

How a Mobile Body Shop Works

Imagine the sheer comfort of pulling into the office, your vehicle being rejuvenated right there in the parking lot while you're busily ticking off tasks. When the clock signals the end of your workday, the repairs are all done and you can cruise your car home.

A mobile body shop is essentially a workshop on wheels, armed with everything the service specialist requires to carry out minor repairs right in your driveway or at your workplace. This is an absolute godsend as it spares you the inconvenience of being without your car for days on end while it idles at the body shop. A mobile body shop also provides a handsome saving; there's no need to fork out for a rental car when your own trusty steed is patiently waiting in your driveway.



The mobile body shop represents a unique service offering - one that is supremely convenient and surprisingly economical. The service specialist should be capable of assessing the damage, offering a free cost estimate, and performing the work all in short order. However, they do have their constraints; if the sheet metal of a body panel has sustained damage that requires replacement, or if the overall damage is too extensive, they will advise that the vehicle be taken to a conventional body shop.

Quality

Some individuals might harbor concerns about the quality of repairs that can be performed by a mobile body shop. However, a proficient service should be able to match the color of your car's paint on-site using computer technology for a flawless match. There's no need to compromise quality for this convenience. Cutting-edge technology allows a mobile body shop to be portable, carrying everything they require to do a quality job on the go.

Convenience

A mobile body shop can carry out certain repairs within a span of just a few hours. The same repairs, if conducted in a traditional body shop, would necessitate leaving your vehicle there for two to seven days. Often, these brick-and-mortar shops prioritize larger, more costly jobs, while vehicles requiring minor repairs are left waiting. Mobile body shops offer a convenient alternative, addressing your minor repair needs quickly without interrupting your schedule.

Cost

Since a mobile body shop has considerably less overhead, they are able to pass the savings onto the client. There's no need for them to lease a building or expensive equipment, pay utility bills, property insurance, or manage any other costs associated with a brick-and-mortar establishment. Everything they require is right in their vehicle.

One of the primary reasons clients choose a mobile body shop is that many minor repairs cost less than their insurance deductible. Most people prefer to pay for these small repairs out of pocket rather than involving their insurance company, as they fear an increase in premiums. They want to maintain a good standing with their insurance company for the eventuality of more serious incidents.

I'm the owner of Newlook Body Works, a mobile body shop serving Columbia / Lexington, SC for over 30 years. I come to your home or office to provide bumper and paint repair. Here are the "hows" and "whys" of what I do...

Paint / Scratch Repair

We've got the wizardry of our Sikkens paint matching system for those minor repairs, boasting an astounding repertoire of 70,000 color variations - the perfect match is practically guaranteed. Coupled with our proprietary Pocket Blending Technology™, the satisfaction of our clientele speaks for itself when it comes to paint repair prowess. Concerned about insurance premium hikes for minor paint and scratch repair claims? Our services are strategically priced to undercut your deductible, making out-of-pocket payment the smarter choice. And let's not forget about time - traditional body shops have your vehicle held hostage for two or more days. We, on the other hand, dispatch our repairs in a swift 1 to 2 hours. A minor miracle, indeed!

Bumper Repair

Here at Newlook Body Works, we're not just about aesthetics and convenience - we're equally committed to environmental sustainability. We urge our clients to choose repair over replacement when it comes to battered bumpers, curbing unnecessary waste winding up in our landfills. With state-of-the-art technology, these fixes often cost less than a full-scale replacement, cutting the waiting time for shipped parts.

We deploy an innovative bumper repair system that focuses on the affected area only, using minimal paint and clear coat. This approach not only saves you time and money but also significantly reduces the release of VOCs (volatile organic compounds) into the environment. In the end, this translates to zero downtime for our clients, keeping them happy while keeping the planet healthier.

Encountered a run-in with one of those painful paint predators? Worry not - I've got you covered with our **FREE Online Estimation Tool**. This user-friendly system is designed to quickly assess the damages and provide you with an estimate for the required repairs.



www.newlookbodyworks.com/estimate

Act now and get up to a \$60.00 discount off my Premium Service and up to \$30.00 off my Basic Service.



Once you send me your info, I'll take it from there. Without the pain and hassle of a body shop, I'll remove those battle scars forever!

Now get out there and enjoy your fresh clean ride!

Speak soon,

Dan A.



Frequently Asked Questions

Where's your headquarters?

We've ditched the old-school brick and mortar scene. We bring our expertise right to your doorstep, be it your home or office. Our service area? Lexington / Columbia, SC, and nearby places. The kicker? By ditching the expensive overhead of a shop, the savings get passed on to you.



What geographical area do you service?

The Midlands of South Carolina is our playground – specifically Richland and Lexington counties. Oh, and if you're an exotic car owner, we'll chase the horizon and travel statewide to bring our service to you.

What's your secret sauce for paint damage repair?

It's all about our Pocket Blending Technology™. While old-school body shops are busy repainting vast areas, we zero in on just the damaged zone. The small repair zone means we can skip the paint booth. And trust us, we've nailed the color blending art for a near-invisible fix for most colors.

Can you paint my whole car on the spot?

A complete repaint or repairing serious damage needs the big guns: a body shop with a paint booth, thanks to those EPA regulations. If the damage is big, it's best to head to a body shop. But if it's a minor issue, we can work our magic.

Servicing at my 9-to-5 job – possible?

Absolutely! Give us some space, and watch us do our thing.

What does a typical repair cost?

With slim overheads and our streamlined tech, you can save up to a whopping 75% compared to traditional body shops for those small fixes. A standard job? Between \$350-\$550. But hey, challenge us. Compare costs by getting a few estimates from body shops and reading our online reviews. You'll see the undeniable value we're dishing out.

Your work's rock-solid, right?

You bet. A 100% money-back guarantee for the lifetime you own your ride.

Any sweet discounts?

Sure thing. Hitch a ride by subscribing to Dan's Letter[™] or any of our other social media channels, and you're in for a treat. With our Premium Service, pocket \$30. Go Basic, and save \$15. And if you're the early bird type, booking within 24 hours of getting your estimates, you'll double your savings.

Premium vs. Basic – What's the deal?

The Basic is a one-stop-shop. We come, we use our Pocket Blending TechnologyTM, we conquer. The Premium? We add a second visit with the 3M Perfect-ItTM System – a finesse touch to take care of those minor imperfections because of not using a paint booth.

Does weather affect your service? For example, wind or rain?

At times, yes. We'll give you a call or text before we roll out to ensure the weather is on our side. If not, we'll huddle up and pick another time slot that works for you.

How soon after your service can I drive my car?

Right away! Our speedy blending chemicals and solvents make sure of that.

How do I get an estimate?

Hop onto our website at www.newlookbodyworks.com/estimate to access the free online estimate page. Drop in your details and click through for photo upload instructions. Once we sync up your data and pics, bam! Within 1 business day, two estimates – Premium and Basic – will land in your inbox. You decide, you book, we serve. Easy peasy.

Client Reviews

don't take our word for it, take theirs!



I Would Recommend Dan To Anyone

"Dan at Newlook Body Works was very detailed from the beginning to the end, and his customer service was great. He was easy to reach and easy to communicate with, and he told me exactly what I was going to get--and that's exactly what I got. There were some scratches on my black Dodge Ram truck but everything is fine now, and it looks like brand new. Dan was very resourceful and had other contacts who could do other things for my truck, instead of trying to makeshift those other services himself. He definitely sticks to his craft, which is appreciated. I would tell potential customers that he is very transparent and very willing to answer your questions before, during, and after the work." - Martin S.

It Looks Brand New!!

"I liked the value and integrity at Newlook Body Works. I liked the interactions between Dan and the customer, and how he explained everything. He took care of the front fender. It would have had to be replaced according to other estimates, but he did not have to do that. It looks brand new!" - **Susan B.**

Great Service!

"Dan showed up right on schedule and wasted no time at all getting to work. He was more than happy to answer all my questions that I had about what he was doing while he worked on my car. I'm sure not everyone watches the entire process like myself, but he didn't seem to mind me observing his work. He is a true craftsman and professional. I will be recommending Newlook Body Works to all my friends and I won't hesitate to call them if I need any more work done." - **Ryan B.**

Professional, Personable And Prompt

"In addition to being a friendly guy, Dan Anderson conducts business in a very professional manner. His attention to detail and willingness to do "a little extra" are evident in the results...superior. Dan even planned his work around my unusual schedule and did the job at my home while I slept-- that's service. In the future, although I hope to avoid the need, Dan and Newlook are the only company that I'll use or recommend." - **Russell W.**

Awesome Job

"I highly recommend Newlook because of the convenience and the quality of work. Dan came to a location that I requested and gave me an estimate. Then he told me to check out the competition before making a decision. I chose Newlook because the price given was better than

fair, Dan set up an appointment. Dan completed the repair at a location that I requested. I did not have to leave my car and pick it up at a later date, I drove my car the next morning to work. The only possible set back that I could see is the weather. Because Dan is mobile the sun has to be shinning to get the job done. Thanks Dan....I will recommend your service to others." - Sarah J.

Quite The Craftsman

"Dan at Newlook was an outstanding representative and craftsman working on my car. His approach on the phone, through the estimate, and then in person is professional integrity at its best, with clear explanations, prompt arrival, and a shared smile with you when the results are revealed. I had minor damage to be repaired on a new car with black metallic paint, and in between the cheap services with temporary results and the expensive overkill of body shops was the right approach of spot blending with filler and airbrush techniques that are truly amazing. A deep gouge/scratch on the front bumper? Gone, like it was never there. Paint chips from rocks? Seamlessly filled with factory matched paint. The black would show any imperfections, but there are none. All of this in a couple of hours at my location. I'm blown away by how simple and effective the work is from Newlook Body Works and Dan Anderson! I will absolutely call him again, and I highly recommend him to others:)" - Mark P.

Convenient, Professional, Matched the Color Perfectly

"I really liked Newlook Body Works because they came to me. I went online and sent them some pictures of the damage to my car. They were very straightforward and easy to work with. They were able to give me an estimate based solely on the pictures I sent them. When he did come out he was here dead on time and seemed very professional. He did a great job on my car repairing the right rear panel and bumper, and the left front fender and bumper. The price was not bad at all. I couldn't have gotten it done anywhere else for that price, so I'd say it was good. To anyone who is considering this service I would say please use them, they're excellent. The color match is perfect. This is a 2001 car and they color matched the silver paint perfectly. You can't see where they blended it, it's absolutely perfect. Dan was the name of the guy who came out and he was very professional. They're gonna get all my business, I assure you. It beats any body shop you can go to since they come straight to you. All you do is call them and they'll get you done." - David H.

Friendly And Professional

"What Newlook Body Works did was repair and repaint the front and back bumpers and minor scratches on the sides. It was my first time using the company, and Dan's performance definitely matched my expectations. I didn't even expect it to be that good--it was a lot better than I thought. He kept a conversation and was very open and very flexible to my busy day. Everything was really quick as well as professionally done at a fast pace. More than anything, it was a really cool experience because he was right there for me. As a customer I saw how he did everything, and it was very enjoyable. The pricing was pretty good for what you get and is pretty easy for a customer to understand. What makes him different is the fact that he comes to you--

his mobility. I liked the fact that he was able to come to me and I didn't have to go to a shop and leave it for two to three days--he did the work in an hour." - **Juan R.**

True To Their Word

'Newlook Body Works was just great. They called when they said they would call. They came when they said they would come. Plus the work was wonderful. I would use them again and recommend to anyone." - **Charles A.**

Absolutely Wonderful

"The front bumper on our daughter's vehicle had been scraped real bad and we had been avoiding having anybody take a look at it. We had used Dan from Newlook Body Works before and we knew he does a great job, so we decided to finally give him a call. He's punctual, he gets the job done quickly, he does what he says he's going to do, and I think his price is incredibly fair. I would highly advise people to give him a call. The convenience of not having to take your car anywhere is great and not having to leave it anywhere while the work is being done is also wonderful. The car looks brand new." - **Carol D.**

Phenomenal Customer Service

"Newlook Body Works repaired some minor damage on my bumper and also some damage that was on the vehicle when I purchased it. It went great. Dan did a fine job. The only person I interacted with was Dan himself. He has phenomenal customer service. He always answers his phone and he does and he what he says he's going to do. It's a real professional outfit. You should definitely utilize his services." **Jon C.**

Painting Made Easy

"Newlook Body Works made scheduling easy. The phone was always answered. They come to me to do the work. It was the most convenient service I ever had. This was my first time using the service and I had a touch up painting on a car done. They even called as they were coming over. Everything was very customer friendly with outstanding results. They make it so easy for service to take place by coming to your residence. I recommend them to anyone looking for that service." - Jennifer D.

As Advertised

"I was skeptical of the glowing reviews of Newlook Body Works service but my experience was absolutely consistent with what others have written. After completing the on-line request for a quote Sunday evening, I received a response Monday morning. It was easy to set up an appointment for the repair at my office and Dan, the proprietor, arrived exactly on time and was very cordial and professional. The work (repairing a plastic bumper I had scraped on a curb) he did was good enough that the repaired section is indistinguishable from the rest of the bumper. The charge was what he estimated on line. Although I do not know what the fair market value of the work he did was, the charge of \$220 seems absolutely reasonable to me; and I was able to work while he was doing the repair rather than having to take the car to a garage. Bravo!" - deRosset J.

ABOUT NEWLOOK

Attention, road warriors! Here's a truth bomb for you: the traditional way of getting your car's paint fixed is an antiquated, timesucking, money-draining ordeal. But here's the kicker – it doesn't have to be that way. Imagine a world where your car's aesthetics are restored to showroom glory without ever leaving your driveway. Enter Dan Anderson, the renegade paint repair specialist at Newlook Body Works, who's revolutionizing the game with cutting-edge technology.



For too long, Newlook has been the best-kept secret among elite car dealerships, harnessing the power of his groundbreaking Pocket Blending Technology™ to make luxury and show cars dazzle. Now, this exclusive service is available to YOU. Why waste time and cash at a body shop when Dan's mobile wizardry can deliver the same professional, quality finish at your convenience – and for up to 75% less?

Since 1991, Newlook Body Works has been at the forefront of automotive paint perfection, and now we're throwing open our doors exclusively to the public. Our quick, free online estimate system means your car can be next on the list for the Dan Anderson touch. Don't settle for less; let Newlook Body Works bring the future of automotive paint repair directly to your doorstep.



Dan Anderson's Bio: Dan Anderson isn't just any paint repair specialist; he's the maverick with EPA certification who's been turning the automotive appearance industry on its head since 1983. Cutting his teeth as a graphic designer for Trim Line / Auto Trim Design, he quickly became the go-to guy for car dealerships and body shops in need of unparalleled skill. By 1991, he launched Newlook Body Works, revolutionizing paint repair technologies. Dan's notoriety soared with "Robbery Without A Gun," an explosive tell-all that branded him a car industry outlaw, exposing the underhanded practices of shady dealerships and body shops. With a staggering 300+ five-star reviews, Newlook stands as the undisputed champion of paint repair, serving South Carolina's Midlands drivers for three decades. This renegade's reputation is so solid, he's partnering with the Ferrari Store. Dan's roots? Firmly planted in Lexington, South Carolina.

YOUR BODY DEFECTS REMOVED IN 2 HOURS OR LESS

Bumper And Paint Repair Service In Under 2 Hours, Performed At Your Home Or Work, No Vehicle History Report And No Insurance Claim - Guaranteed.



www.newlookbodyworks.com/estimate/





