



The 1-Step Furniture Finish Restorer



“Simplicity in
Restoration”

GUARANTEE:

Dr. Woodwell WOOD ELIXIR is guaranteed to meet or exceed your expectations. If, for any reason, you are not satisfied, return any unused product for a full refund.

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Who is Dr. Woodwell and where did 'Wood Elixir' come from?

My name is Murray Westbrook, a.k.a. Dr. Woodwell. I was born in Toronto, Canada in 1943. I moved from Toronto to the quiet area of St. Thomas, Ontario in 1989, prepared to be actively retired. The activity was the revitalization of the Historic the County Hamlet of Sparta in Elgin. As part of the project, I opened several businesses in being Sparta, one of them "Victorian Times Antiques and shop. Being a retail antique shop. Being a student of antiques and a wood-working hobbyist with an interest in Victorian furniture, I took to the auctions as a source of supply for my store.



Here is the conundrum: the finish on the furniture is frequently in such poor condition as to require refinish-



How It Works

ing. But, refinishing is expensive and the old finish is more valuable than a new finish. Consequently, you can spend money refinishing and actually REDUCE the value of the piece. What do you do?

WOULDN'T IT BE NICE IF THERE WAS ONE PRODUCT THAT WOULD SOLVE A MULTITUDE OF PROBLEMS?

BETTER STILL, ONE SOLUTION TO SOLVE THE PROBLEMS THAT I DON'T KNOW WHAT THEY ARE OR WHAT CAUSED THEM?

BETTER, BETTER STILL, THIS SAME SOLUTION WILL SOLVE PROBLEMS THAT I DON'T UNDERSTAND AND AT THE SAME TIME WILL HELP PREVENT THE PROBLEM FROM RE-OCCURRING!

I busied myself with that challenge and, in 1995, came up with the concoction I now call WOOD ELIXIR. (I'm glad that I listened in chemistry class.) This is a valuable product and I would like very much for you to give me the opportunity to prove it to you. It won't take long. Results are often instant and always lasting.



What Is Wood Elixir?

Dr. Woodwell WOOD ELIXIR is a unique formulation designed to CLEAN, REJUVENATE and ENHANCE all types of wood finishes. What sets WOOD ELIXIR apart is that it does all three tasks at once.

WOOD ELIXIR solves cleaning problems such as removal of dirt, grime, mildew, grease, wax, dried-on food & beverage stains, sticky residues from tape or gummed labels, paint smears, paint or stain over-spray, chewing gum, lipstick, magic marker, grease pencil, crayon, lead pencil, ball point pen ink, etc.

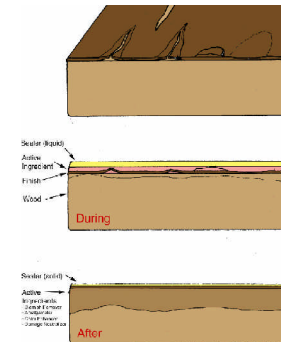
While the surface is being cleaned, the finish is being rejuvenated. As well, damage to the finish caused by dehydration and excess moisture is being repaired through reamalgamation of the finish to the wood

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surface. Problems solved through this process include: removal of white water rings, white hazing, scratches, cracks in the finish, finish separation from the wood, and WOOD ELIXIR reverses dry-finish flaking.

If that's not enough, IT LASTS!



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“Wood Elixir” is
Furniture Medicine

As with any medicine, the correct dose is very important in gaining the maximum benefit. More medicine is not necessarily better medicine.

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.



Wood Elixir is a professional product ... amateur friendly

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 total control of the final result. Using too much product is not only wasteful but could possibly harm the finish.



Problems you can solve & items you can easily restore with Wood Elixir

- | | |
|-------------------------|----------------------|
| √ dull finish | √ rust |
| √ surface scratches | √ oxidized paint |
| √ tin toys | √ crayon |
| √ toll painting | √ candle wax |
| √ old decals, transfers | √ ink |
| √ dehydrated finish | √ oil-based stains |
| √ lettering | √ lipstick |
| √ logos | √ finger prints |
| √ combination | √ smoke film |
| materials i.e. metal, | √ soot |
| wood, leather | √ smoke smell |
| √ brass | √ water-based stains |

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- | | |
|----------------------------------|------------------------------|
| √ silicone polish
residue | √ scorching |
| √ wax polish build-up | √ wicker |
| √ magic marker | √ rattan |
| √ grease pencil | √ pet urine |
| √ lead pencil | √ crazed/alligator
finish |
| √ label removal | |
| √ gum | |
| √ mildew | |
| √ mold | |
| √ mildew smell | |
| √ paint splatters | |
| √ latex or alkyd
paint smears | |
| √ oil | |
| √ tape | |
| √ adhesives | |
| √ cigarette burns | |

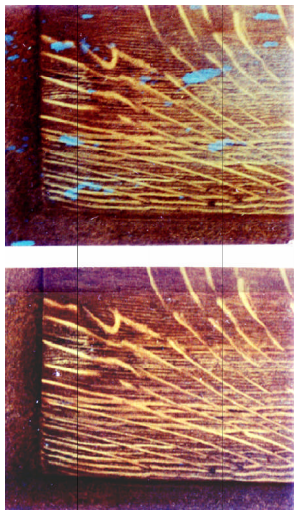
These are just some of
the problems solved
with Wood Elixir. Customers are discovering
new uses every day!

Directions on solving
some common problems
are provided on the following pages.

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Removal of Paint Splatters & Smears



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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; buff.

In the above example, Wood Elixir removed alkyd paint splatters without attacking the original, hand-grained finish.

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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 re-establishing the bond and brightening the color of wither water-based or oil-based gloss or semi-gloss paint on wood or metal.

Wipe on, wipe off and buff.

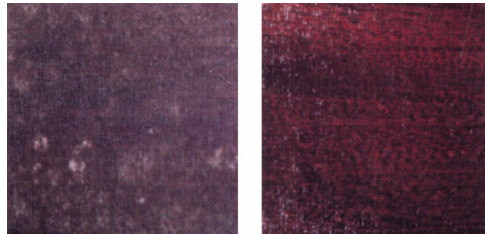


How can Wood Elixir restore life to old paint when you also say that Wood Elixir removes paint splatters?

A painted finish which was "intended" is different from an accidental paint smear. An "intended" paint finish will adhere or "stick" to the surface because the surface was "prepared" to accept and bind the paint to the surface. A paint splatter on an "unprepared" or pre-existing finish will not adhere very well. Wood Elixir takes advantage of this difference. Wood Elixir will enliven or soften the offending splatter and seep in between the original finish and the paint smear, allowing for easy removal with the edge of a credit card and then fine steel wool. Then buff as usual.



Powerful Cleaner:
Built-up Dirt and
Rough Surface Treatment



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In extreme cases, heavily built-up wax and dirt can be smoothed away with Wood Elixir applied with 0000 steel wool. Take as much or as little as you like being careful not to remove the 'patina' or character of the finish.

For very rough surfaces such as 'alligator' finish, you may use 00 steel wool followed by 0000 steel wool to finish. Light pressure might be enough. Always test first.

Wipe and buff as usual.



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Powerful Cleaner: Synthetic Finish

Although Dr. Woodwell Wood Elixir was specifically formulated to impart the maximum benefits to traditional, natural finishes on wood, the benefits to synthetic finishes are substantial.

Finishes such as polyurethane, epoxy, Melamine, Arborite, Bakelite and acrylic will all be substantially improved with the application of Wood Elixir. The benefits include cleaning, sealing, brightening and strengthening.



Candle Wax

Using the Edge Wedge from the Scratch Solver Kit, scrape as much wax as possible from the surface of the wood.

Apply a small amount of Wood Elixir using a cloth or paper towel. Rub until all wax is removed.

Buff with a clean cloth.



Mildew and Mold

Since this is a living organism, it will continue to grow and produce its' characteristic musty odor until it is killed and removed. This can be done in one step with Wood Elixir. Simply wipe on and wipe off.

Use a brush to apply Wood Elixir to detail area or carving.

Buff 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 application cloth moving during application.

Buff with a clean cloth.



White Water Marks

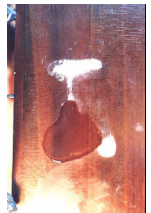
Finish Problem:

White water mark on finish



Step 2:

Wait for water mark to disappear



Step 1:

Shake well and apply generously



Step 3:

Wipe with a clean cloth



Apply Wood Elixir
generously to the area
to be 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 and then rub lightly with
Wood Elixir.

