

Façade Cream

Masonry Protection Cream

Revision 1 - 16 June 2025

Code: FC5

INTRODUCTION

[Newton Façade Cream](#) is a water-based, masonry protection solution based on a mixture of silane and siloxane chemistry. It is an easy-to-use, single-pack, one-coat water repellent specifically formulated for the protection of external brickwork, block work and masonry from penetrating damp, as well as for limiting freeze-thaw damage.

PACKAGING



APPLICATION RATE



APPLICATION



FEATURES

- Single-coat
- Vastly reduces mould growth, algae growth, salting and dirt pick-up on treated surfaces
- DIY and professional use
- Excellent reduction in water uptake of treated surfaces
- Reduces porosity of masonry/stonework resulting in reduced heat transfer; provides marginal improvement in thermal properties of buildings
- Compatible with brick, mortar, render, blockwork, masonry, limestone and sandstone
- No impact (once dry) on colour of treated substrate

USES

- For new and existing buildings
- Protective treatment coat prior to other coatings such as masonry paints
- Hydrophobic impregnation
- Suitable for use on a wide variety of substrates: brick, natural stone, mortars, render, porous concrete, concrete and limestone

PACKAGING & STORAGE

Packaging size: 5 litre tins.

Storage & shelf life: The product should be stored inside and at a temperature between + 10°C and + 35°C.

If packaging remains unopened under these conditions it has a shelf life of 18 months from date of manufacture.

APPLICATION RATE

Typical coverage of a 5L pack is 25m². Very porous and rough substrates may be as low as 10m²/5L pack, coverage is highly variable dependent on brick/stone type.

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TECHNICAL DATA

Property	Result	Units	Standard
Active %	25		
Appearance	White/Yellowish		
Viscosity	Paste/cream		
Shelf Life - unopened	18	months	
Density (25°C)	0.848	g/cm ³	DIN 51757
Flash Point - Closed cup	75	°C	ISO 2592
Working Temperature Range	+5 to +35	°C	
Drying Time*	2-4	Hours	
Vapour permeability coefficient	7.5	μ	
Penetration depth**			
Sand-Lime Brick	2.5	mm	
Brick	12.5		
Mortar slab	4		
Sandstone	4		
Reduction in water uptake**			
Sand-Lime Brick	93	%	
Brick	95		
Mortar slab	92		
Sandstone	88		
Coverage***	5	m ² /litre	

*When applied within a 5°C- 35°C temperature range. Humidity @ approx. 50%. **When coated with 200ml/m² of product N.B. Quoted numbers should be taken as indicative only given the huge variance in brick and stone types. ***Typical coverage of a 5L pack is 25m². Very porous and rough substrates may be as low as 10m²/5L pack, coverage is highly variable dependent on brick/stone type.

APPLICATION

All surfaces should be clean and as dry as possible. It is preferable to allow at least two full days of rain free weather before application. It is recommended to wash surfaces only with water (hot or cold) as use of detergents may affect the product. Any organic growth on a surface must be removed, first mechanically with a brush and then, if necessary, with a fungicidal wash. Dusty surfaces should be dry brushed prior to application. Repair any defective pointing or cracked masonry with a cementitious grout before use of the product.

The ambient temperature must be between +5°C and +35°C. Drying and curing performance cannot be guaranteed outside of this range.

When applying after repointing/rendering: Allow mortar or render to fully cure and dry.

Typical wait times:

- Repointing: 7–14 days
- Rendering: 28 days

Apply the cream straight from the container, dilution or mixing is not required. For ease of application in small areas a soft brush may be used. For larger areas it is recommended to use a roller (medium pile). Take care to ensure the product is limited to the area of application only; contact with other surfaces such as paintwork, windows etc. should be avoided. If necessary, use masking tape around areas of potential contact and remove only when the work is complete and the product is fully dry.

Product can be applied to vertical or horizontal surfaces. Visibly check substrate for complete coverage after application, ensure the product has been forced into any deep joints or voids that may have been missed. While the product can be expected to dry within 4 hours, it is always advisable to check the weather forecast and aim to apply when no rain is expected within 24 hours to ensure the most optimal applications conditions and the full long-term efficacy of the product.

Immediately post-application the surface will appear white to cream-ish – this is normal and will fade over a 2-3 hour period as the product begins to penetrate deeper into the substrate. The treated surface may subsequently appear slightly darker while the product begins drying. Upon full drying the treated area will revert to its original appearance. The product is applied as a single coat unlike conventional 2 coat repellents.

Coverage rates depend highly on porosity of the surface.

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For cleaning tools and equipment use warm, soapy water. Clean any contaminated non-target surfaces with warm soapy water immediately upon contact – it will be difficult to remove if allowed to dry.

While it is technically possible to apply water-based masonry paints over previously treated surfaces, this is generally not recommended. This product is designed to be a final, invisible treatment - overcoating defeats its purpose and offers limited benefit. However, should a decorative finish be applied at a later date, breathable water-based paints (e.g. acrylic masonry paints) are typically compatible once the surface has fully dried.

LIMITATIONS

This product is not suitable for surfaces that have been painted or sealed with a film-forming sealer. It is always recommended to do a test patch of product on an area if you are unsure of what prior treatment(s) were undertaken and how they may interact with the product.

Water repellency within the matrix of a treated surface will be 10-20 years (equivalence to years is indicative given wide variety of exposure conditions) – this product will impart very long lasting performance. However, visual surface effects such as water beading reduce over time, depending on substrate condition and exposure to weather conditions. To restore this performance re-apply another coat to exposed surfaces every 3 years.

REGULATORY

All components are REACH (Reg. (EC) No 1907/2006) registered. The product does not contain any Substances of Very High Concern (SVHC).

TOXICITY AND SAFETY

Product is classified as non-hazardous according to the CLP Regulation (Reg. (EC) No 1272/2008). Refer to the Product Safety Data Sheet for recommended safety precautions.

HANDLING AND STORAGE

Store in cool, dry conditions in the original manufacturer packaging. Protect against sun. Protect against frost. The product has an 18 month shelf life provided the container is unopened. Seal the container fully after use. Use within 3 months of opening.

Newton Waterproofing Systems reserve the right to update product literature at any time. Please always refer to our [website](#) for the latest versions.