



# CAR WAX VS CAR PAINT SEALANT VS CERAMIC COATING

## CAR WAX

A liquid or hard paste comprised primarily of beeswax, carnauba wax, petroleum distillates and natural oils. Wax provides one to four months of exterior paint protection while enhancing shine and gloss. Application longevity depends on quality of product.

## CAR SEALANTS

This mid-tier protection solution provides some additional protection against UV damage and pollutants/contaminants that can damage vehicle paint. Sealant generally lasts longer than wax (up to six months), makes washing and drying easier and enhances gloss.

## CERAMIC COATING

Ceramic coating features many attributes similar to sealant and wax at an enhanced level and with longer duration. Ceramic coatings make it easier to wash a car and provides some protection against swirl marks (extremely fine scratches) and paint damage.

### BENEFITS

- DIY application is easy for most car owners
- Single applications are more affordable than the alternatives
- Makes cars easier to clean
- Provides enhanced gloss and sheen

- Provides more pollutant, dirt and grime protection than basic car wax
- Lasts longer than car wax (about six months on average)
- Makes car washing and drying easier
- Enhances high-gloss finish when paint is in good condition

- Provides some scratch protection, especially against swirl marks
- Lasts for years
- Water repellent and makes cars much easier to clean
- Protects against pollutants
- Increases shine

### DRAWBACKS

- Must be reapplied frequently
- Wax should be stripped before reapplication
- Frequent reapplications can be expensive
- Doesn't provide same pollutant or scratch protection as alternatives

- May make paint imperfections (like minor swirls) more prominent
- Vehicle surface preparation and application are more time consuming than wax
- Specialized soaps are necessary for removal
- Provides less protection than ceramic coatings

- Locks in existing swirl marks
- Best quality and results require professional-grade products and application
- More expensive than waxing
- Does not prevent all scratches

## WHICH IS RIGHT FOR MY VEHICLE?

*Each paint protection product is the right choice for certain car owners.*

**WAX** may be ideal for people who are on a budget or own an older vehicle but still want an enhanced shine. It's much better than no paint protection and makes cleaning easier.

**CAR SEALANT** may be the best option for an owner who is looking for more protection than wax offers or who is willing to pay a bit more to reduce the frequency of applications.

**CERAMIC COATINGS** may be the right protection for new vehicles as it provides more abrasion and pollutant protection than the other options. It can also last for years instead of months, but usually requires professional application to ensure maximum effectiveness.

If You're Interested in Learning More About the Long-Lasting Protection Offered by Ceramic Coating Call Bulldog Detail for More Information or an Estimate

**602.653.3935**

