

# Create Halloween Horrors with New Fake Spray Blood

Fabric Spray Paints Offer a Low-Cost Costume and Décor Solution

Warwick, RI (SEPTEMBER 2009) – Halloween favorites, from blood-thirsty vampires and ghoulish decorations to lovable ladybugs, can easily be created this year with Simply Spray®, the only non-toxic, non-flammable aerosol fabric spray paints. Launching nationwide this fall, Spray Blood is the newest Halloween tool from Simply Spray, which also offers a line of Soft Fabric Paint in 19 colors for simple do-it-yourself costumes and décor.

Spray Blood allows users to create realistic-looking bullet holes, dripping blood lines and blood splatter effects on fabrics, plastic, glass and rubber. The paint provides an inexpensive (MSRP \$5.99/can) and simple technique to add fake blood to horror-film inspired costumes like vampires and villains and to create gory table-scapes and Halloween decor. The fake Spray Blood comes in a nitrogen-propelled can and emits virtually no fumes so it is safe and eco-friendly.



*Five-minute costume ideas include using Spray Blood to create:*

- Hospital scrubs into post-operating room surgeons
- Rolls of gauze into bloody mummies
- Crisp white aprons into messy butchers
- Swimsuits and foam boogie boards into shark attack victims

Simply Spray Soft Fabric Paint is also non-toxic and safe for children. With an expansive color selection, the soft fabric spray provides simple solutions to add and change the color of costume pieces or to create a costume with stencil, pattern or free-hand designs. Popular Halloween colors Brite Orange, Black and Green Apple can be used for Halloween-themed tie-dye or to create custom trick-or-treat bags and decorations with designs such as spiders, ghosts and jack-o-lanterns.

*Costume ideas include transforming:*

*White angel wings into pink fairy, black gothic or red devil wings*

*Tights, gloves and canvas shoes into colorful accessories for superheroes, fruit and veggie characters, animals and cartoon personalities*

*Old t-shirts and bell-bottom jeans into tie-dyed peace-loving hippie clothes*

"Halloween enthusiasts love how realistic the fake Spray Blood looks and how easy it is to use. There's nothing else out on the market to create this effect in a non-toxic spray paint formula," said David Reizian, founder and inventor of Simply Spray fabric paints. "The Soft Fabric Paints are used for apparel and home projects throughout the year and are a natural to create inexpensive but colorful and creative costumes."

Spray Blood and Soft Fabric Paint stay soft to the touch, a drastic difference from traditional spray paints that harden and stiffen soft fabrics such as cotton. All Simply Spray fabric paints are non-toxic and non-flammable, making indoor projects safe and convenient. Unlike traditional aerosol spray paints, Simply Spray paints are nitrogen propelled and completely eco-friendly. The water-based paints will not harm the environment when discarded, unlike most dyes and aerosols. Soft Fabric Paint is available in 19 colors (MSRP \$4.99/can). Spray Blood (MSRP \$5.99/can) is available at Walgreens, Jo-Ann Stores, Michaels, A.C. Moore, iParty, participating Party City Stores and online at [spraypaint4fabric.com](http://spraypaint4fabric.com). Made in the USA. For product demo videos and project ideas visit [www.simplyspray.com](http://www.simplyspray.com).

*About Simply Spray: Deval Products, LLC, manufactures Simply Spray, the only non-toxic, non-flammable, odorless aerosol fabric paint. The Simply Spray product line includes Soft Fabric Paint and Stencil Paint sold at Jo-Ann Stores, Michaels, A.C. Moore and Hobby Lobby and Upholstery Paint, Paint It Black and Spray Blood available online. Based in Warwick, RI, Simply Spray prides itself on creating environmentally friendly paints; all products are made in the United States. For more information, please visit [www.simplyspray.com](http://www.simplyspray.com)*