

DR. COLORCHIP: PHOTOSHOP FOR YOUR CAR



We're not exactly sure what type of doctor Dr. ColorChip is. We think it's probably more of an honorary title, like Dr. J or Dr. Johnny Fever. But if you suffer from the heartbreak of chipped paint, Dr. ColorChip has the cure.

We've seen the ads for the product all over the place lately, so we wanted to see if the product lived up to the considerable hype.

We ordered a kit and set about exploring some of the chips on our newly purchased 1996 BMW 530Xi Touring. The big BMW wagon had lived in Chicago until we bought it, and although it had been well cared for, it had a few nicks and scratches that you'd typically see on a car this age.

The Dr. ColorChip system is different from other touchup paints we've used in that it's applied by hand (1). And when we say "by hand," we mean they recommend you smear the paint onto the chipped area with a gloved finger, kindergarten style (2).

Give it a few minutes to set, then wipe off the excess using Dr. ColorChip's SealAct fluid (3), which we're assuming is some sort of combination sealer and activator. This step smoothens and blends the repair. We learned that a gentle touch is better than rough pressure at this step—the chemical does most of the work, and you can easily feel and



1



2



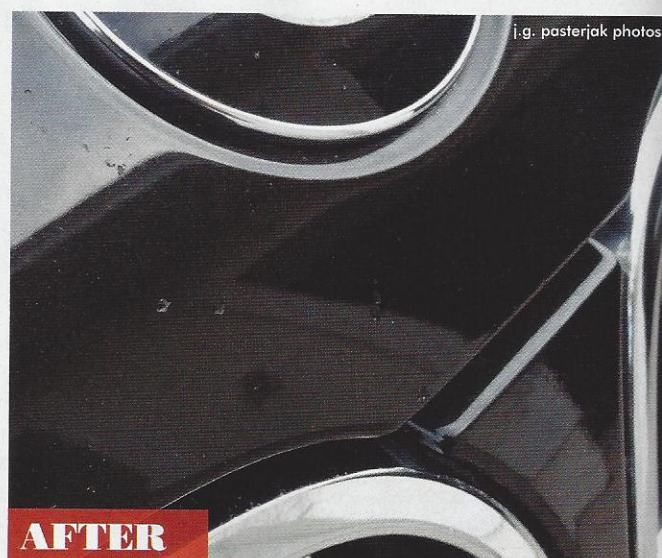
3



4



BEFORE



AFTER

i.g. pasterjak photos