



The Benjamin Moore Advantage:

- Over 5,000 independent retailers and 200+ field & architectural representatives ready to help you
- A full selection of premium products for every job
- An architectural support program to help you specify the right products for any job
- On-site specification and inspection help for complicated or difficult jobs
- Value-added business programs and services for professional contractors
- The colors designers prefer



Benjamin Moore is a proud member of the U.S. Green Building Council, a nonprofit organization of building industry leaders working to make environmentally responsible, profitable, and healthy buildings.

Contact your Benjamin Moore representative to learn more about Aura and the Benjamin Moore advantage.

To find a representative in your area, visit benjaminmoore.com or call 1-866-708-9180.

Available Finishes



Benefits

- Extreme hide
- Unprecedented durability
- Spatter-free application
- Excellent flow and leveling
- Uniquely smooth finish
- Mildew resistant
- Fast-drying
- Available in thousands of colors

FINISH	CODE	PRODUCT	VOL. SOL.	COVERAGE ¹	DRY TIME ²
MATTE	522	Proprietary 100% Acrylic Latex	47.8%	350 - 400 sq. ft.	Set to Touch: 1 hr. To Re-coat: 1 hr.
EGGSHELL	524	Proprietary 100% Acrylic Latex	46.3%	350 - 400 sq. ft.	Set to Touch: 1 hr. To Re-coat: 1 hr.
SATIN	526	Proprietary 100% Acrylic Latex	42.0%	350 - 400 sq. ft.	Set to Touch: 1 hr. To Re-coat: 1 hr.
SEMI-GLOSS	528	Proprietary 100% Acrylic Latex	40.1%	400 - 450 sq. ft.	Set to Touch: 1 hr. To Re-coat: 1 hr.
COLOR FOUNDATION ³	521	Proprietary 100% Acrylic Latex	46.0%	350 - 400 sq. ft.	Set to Touch: 1 hr. To Re-coat: 2 hrs.
BATH & SPA	532	Proprietary 100% Acrylic Latex	45.1%	350 - 400 sq. ft.	Set to Touch: 1 hr. To Re-coat: 1 hr.

¹ Theoretical gallon coverage (sq. ft.) at recommended film thickness. ² Dry time at 77°F (25°C) at 50% RH. ³ Base for clean, clear colors



Benjamin Moore's Green Promise® designation is our company's assurance that this product meets - and often exceeds - rigorous environmental and performance criteria regarding VOCs, emissions, application, washability, scrubability, and packaging, while also delivering the premium levels of performance you expect from Benjamin Moore.

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Benjamin Moore®

Aura®

Experience the difference with Aura® Interior



Aura® covers and performs like no other paint on the market.

Thanks to our proprietary Color Lock® technology, Aura Paint covers in fewer coats and dries more quickly to an exceptionally durable and uniquely smooth finish. You get outstanding results that save you time and money.

COLOR LOCK TECHNOLOGY GIVES YOU THE ADVANTAGE NO OTHER PAINT HAS.

Much like a turbo-charger revs up the performance of a car, Color Lock technology improves the performance, durability, look, and feel of this incredible product. Color pigments are microscopically bonded to the dry paint film, permanently locking in the color. Special polymers wrap themselves around color particles, creating a thicker paint that dries harder and is less sensitive to high humidity and moisture for a new standard in durability, as well as improved flow and leveling.



SHOWN ABOVE
WALLS: *Breath of Fresh Air 806, Aura, Matte*

SHOWN ON FRONT COVER
WALLS: *Kendall Charcoal HC-166, Aura, Matte*

NO COLOR RUB-OFF	
STANDARD PAINT	AURA® PAINT
Pigment rubs off on cloth after repeated scrubbing.	No color rub-off after repeated scrubbing.
IMPROVED FLOW AND LEVELING	
STANDARD PAINT	AURA® PAINT
SIDE VIEW	SIDE VIEW
Ridges show how the paint doesn't level out brush marks.	Rich, thick viscosity of Aura® paint dries to a uniquely smooth finish.
EXTREME HIDE	
STANDARD PAINT	AURA® PAINT
ONE COAT TWO COATS	ONE COAT TWO COATS
Even after two coats, dark colors don't hide.	Covers more in one and two coats.

SUPER-PREMIUM QUALITY AND EXTREME HIDE, SO YOU CAN USE LESS PAINT

The moment you open the lid, you'll see that Aura Paint is different. It has a noticeably richer texture and high viscosity. It's extremely high hiding, for fewer coats.

GOES ON SMOOTHLY FOR EASY APPLICATION AND SEAMLESS TOUCH-UPS

Our proprietary waterborne colorant system offers a thicker dry film than most 100% acrylic paints, so it delivers excellent flow and leveling and is virtually spatter free. Paint goes on easier, smoothing out brush strokes and delivering seamless touch-ups with better results.

UNPRECEDENTED DURABILITY FOR A FINISH THAT LASTS, EVEN AFTER REPEATED WASHINGS

With Aura Paint, you can feel confident painting with any sheen, in any color. With Color Lock® technology, Aura Paint resists scuffs, scratches, streaking, water spotting, and is mildew-resistant. Surfaces keep their freshly-painted look for years.

ZERO-VOC FORMULA FOR ENVIRONMENTALLY-CONSCIOUS CUSTOMERS

Aura Paint's zero-VOC formulation meets stringent environmental standards. It also dries quickly for fast return to service.

QUICK-DRYING FORMULA FOR FAST RECOATS

Aura is formulated to dry faster than typical acrylic paint and can be re-coated in just one hour.



SHOWN ABOVE
WALLS: *New London Burgundy HC-61, Aura, Eggshell*



Manufactured with our own proprietary resins, Gennex® waterborne colorants are what set us apart from the competition. Typical colorants weaken paint and reduce the film's washability, causing the color to rub off and fade. But zero-VOC Gennex colorants actually fortify the paint to deliver a more durable finish and ensure the Benjamin Moore color you love lasts for years. It's the "why" behind our renowned quality. For beautiful, lasting results, choose Benjamin Moore paints engineered with Gennex Color Technology.