

trusted PRO advice

from your paint professional and Benjamin Moore



A simple guide to the right paint

Choosing paint for every room and every lifestyle

With all the products available, selecting the right paint can feel a bit overwhelming.

Consider the day-to-day function of each room, your vision for each space and, of course, your budget.

To help you move forward with confidence, here are some of the premium paints we recommend to our clients every day.

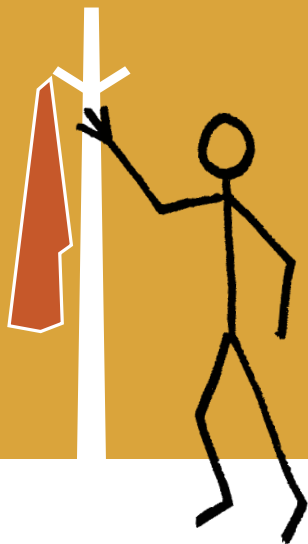


For outstanding results, hire a professional

A professional contractor has the knowledge and experience to help you get your painting job done right.

From prepping each surface to applying a smooth and even coat of paint, a professional painter understands that success begins and ends with attention to details. Your painter can help you choose the best paints for your job and will make sure you are satisfied with the end result. When you expect outstanding results, begin by calling a professional painter.

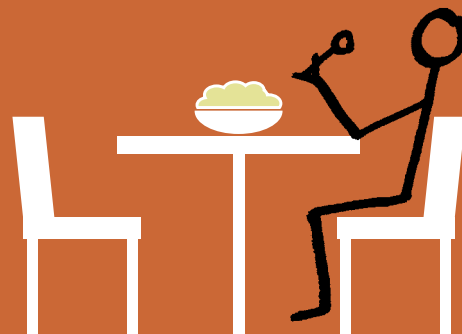




ben.

You have a flair for thinking out of the box when it comes to style, creating your own eclectic look, finding color and style ideas where others don't.

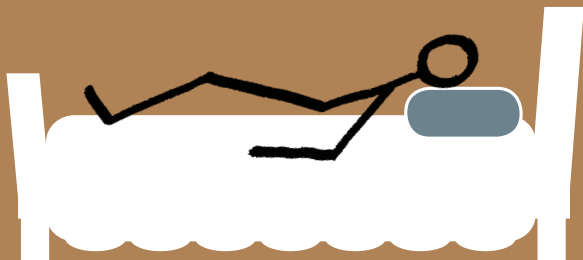
You want a quality paint that comes in an unlimited range of colors and won't break your budget. Meet **ben**®.



REGAL
SELECT

When it comes to your home, you don't like to cut corners. You rely on trusted, premium-quality, reliable products that deliver tried-and-true performance, beauty and style.

That's why you want Regal® Select paint: classic quality with cutting-edge technology.



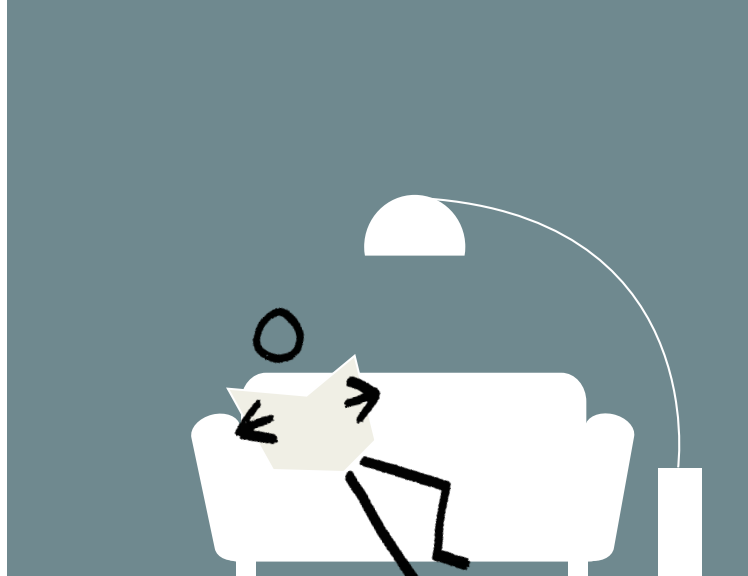
Natura®

Interior Waterborne Paint

You carefully select safer, "greener" products for your home and put a premium on the health and well-being of not only your loved ones, but also the environment.

You want eco-friendly Natura® because it's a premium-quality paint with zero-VOCs* that will be both beautiful and safe in every way.

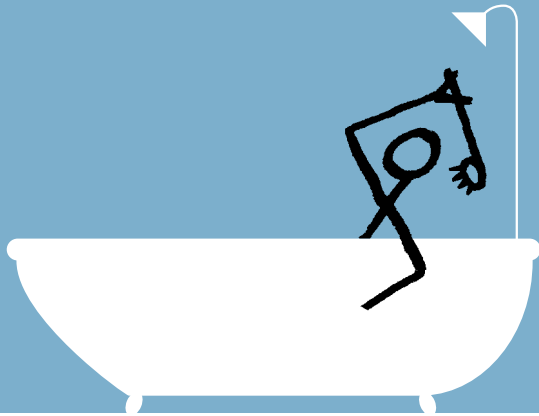
* Independent third party testing shows Natura having the lowest total emissions of any competitive paint tested.



Aura®

You're a discerning shopper who never settles for less than the finest quality in everything you purchase.

Your home reflects your sophisticated sense of style and insistence on the exceptional, and when it comes to paint, you seek the ultimate in performance and superior color vitality. That's why you want Aura®.



Aura® Bath & Spa

When it's time to relax after a busy day, you want to be greeted by beauty, luxury, and comfort in a spa-like setting.

You want to choose from an unlimited selection of gorgeous colors that will remain rich and inspiring even in a high-humidity environment. You want Aura® Bath & Spa paint.

Choosing the right finish

The finish, or sheen, describes how shiny or reflective the paint surface will be after drying. The sheen you choose can help hide minor flaws on your walls, call out architectural details or make it easy to clean up after messy kids.



Here is a little information about the different sheens available:

- A **flat finish** is the least reflective sheen and provides excellent depth of color. A flat paint is also good at hiding surface imperfections on walls.
- A **matte finish** is similar to flat but has the added benefit of being easily washable and scrubbable.
- An **eggshell finish** imparts a softly polished glow and provides an easy-to-clean surface that is ideal for high-traffic areas.
- A **satin finish** is a medium sheen that is great for walls and trim in high-traffic areas where you do not want the full sheen of a semi-gloss.
- A **semi-gloss finish** creates a smooth, highly reflective sheen that is frequently used to highlight interior trim. Semi-gloss finishes can withstand heat, humidity and washing, making them a natural choice for kitchens and bathrooms.



Benjamin Moore®
colors can only
be made in
Benjamin Moore®
paint.



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