

Five  
reasons  
to go  
green  
with   
paint

from your paint professional  
and Benjamin Moore

# Why go green with Benjamin Moore's Green Promise™ paints?

*Painting is more than just a job to me. It's my craft. As a professional painting contractor, I appreciate the value of using the finest quality products for superior results. I recommend Benjamin Moore's Green Promise™ products for their outstanding performance and environmental safety.*



1. Safer products for your family and the environment
2. Low odour means improved indoor air quality
3. Quick drying so you can use your room again the same day
4. Unsurpassed durability for longer-lasting beauty
5. Available in any colour so the design possibilities are endless

## Aura®

### Waterborne Interior Paint

Benjamin Moore's finest, offering ultra-premium performance, durability and colour depth

- Low VOC and low odour
- Uses zero-VOC waterborne colourants
- Self-priming
- Exceptional look and feel in all colours
- Best choice for deep colours, never needs more than 2 coats
- Available in matte, eggshell, satin and semi-gloss finishes

## Benjamin Moore Natura™

### Interior Waterborne Paint

Benjamin Moore's greenest, offering superior performance that's virtually odourless

- Lowest total emissions of any paint on the market
- Zero VOC even after it's tinted to your colour choice
- Uses zero-VOC waterborne colourants
- Available in a primer and flat, eggshell and semi-gloss finishes

## ben™

### Premium Interior Latex Paint

A premium quality, low-VOC interior latex paint

- Uses zero-VOC waterborne colourants
- Easy application and cleanup
- Available in a primer and flat, eggshell and semi-gloss finishes

## Aura® Bath & Spa

### Waterborne Interior Paint

A highly washable mildew-resistant finish

- Uses zero-VOC waterborne colourants
- Superior hide
- Available in a matte finish

### Waterborne

## Ceiling Paint

An ultra-flat finish that minimizes light reflection and hides surface imperfections

- Uses zero-VOC waterborne colourants
- Superior hide
- Easy application and spatter resistance





Products	VOCs	Odour	Durability
Aura®	low	low	superior
Benjamin Moore Natura™	zero	virtually odourless	excellent
ben™	low	low	good
Aura® Bath & Spa	low	low	superior
Ceiling Paint	low	low	n/a

We can help you  
 go green  
 in any colour  
 with the right  
 Benjamin Moore®  
 product for your  
 budget and lifestyle.





Every product that has the Benjamin Moore Green Promise™ designation has exceeded the most stringent standards for environmental safety and superior performance. These premium “green” paints stand out for their low VOCs, low odour, unparalleled quality and performance with unlimited colour selection. There’s a perfect Benjamin Moore Green Promise™ product to suit every budget and lifestyle.

Going green with paint has never been simpler!



**Benjamin Moore®**

[benjaminmoore.ca](http://benjaminmoore.ca)

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