

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 odor 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 color so the design possibilities are endless



Aura®

Waterborne Interior Paint

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

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

Natura®

Interior Waterborne Paint

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

- Lowest total emissions of any paint on the market
- Zero VOC even after it's tinted to your color choice
- Uses zero-VOC waterborne colorants
- 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 colorants
- 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 colorants
- 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 colorants
- Superior hide
- Easy application and spatter resistance





Products	VOCs	Odor	Durability
Aura®	low	low	superior
Natura®	zero	virtually odorless	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 color
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 odor, unparalleled quality and performance with unlimited color 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®
Paints

benjaminmoore.com

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