

# Get the most from your interior paint.

## Color richness

Our paints are created with proprietary colorants and resins and formulated with our patented waterborne technology. All of which means the color on your walls will remain vibrant for years to come.

## “Green”, low VOC, low odor

Our revolutionary water-based colorant system exceeds the strictest industry standards while delivering exceptional performance, making it simple to select premium-quality “Green” paint.

## Washability

Specifically designed for high-traffic areas, our durable paints are designed to stand up to repeated cleanups without compromising color richness and finish.



color richness	our best	excellent	excellent	very good	good
“Green”, low VOC, low odor	excellent	our best	excellent	excellent	very good
washability	our best	excellent	excellent	very good	good
coverage, hide	our best	excellent	excellent	very good	very good
paint and primer together	yes	yes	yes	yes	yes*

\* for previously painted substrates in good condition only

## Coverage

Our paints are formulated for improved hide, covering the existing color on your walls easier and allowing you to get the job done faster.

## Paint & primer together

Simplify your painting project with our convenient paint-and-primer paints. No more waiting for the primer to dry and wondering how many coats you'll need. Just choose your dream color and paint.

## Choosing the right finish

- **FLAT** is the least reflective finish and provides excellent depth of color. It's a great choice for hiding surface imperfections on walls.
- **MATTE** is more reflective than flat and is also great for minimizing surface imperfections, while providing a durable finish.
- **EGGSHELL** imparts a softly polished glow and provides an easy-to-clean surface. It's perfect for busy areas such as kitchens, dining rooms and family rooms.
- **SATIN/PEARL** is a medium finish ideal for high-traffic areas like hallways when the full sheen of a semi-gloss is not desired.
- **SEMI-GLOSS** creates a smooth, highly reflective finish that is durable and withstands repeated cleaning. It is also used to highlight interior trim, doors and window frames.

Benjamin Moore® product	Aura®	Natura®	REGAL® Select	ben®
Your best choice when	...you want the ultimate in performance and color vitality	...you want a safer, environmentally friendly product that is both beautiful and durable	...you want trusted quality, enhanced with cutting-edge technology in a wide variety of finishes	...you have little or no experience and want an introduction to the world of premium paints
It's perfect for	living rooms dining rooms bedrooms foyers kitchens hallways	kids' rooms living rooms dining rooms bedrooms foyers	living rooms dining rooms bedrooms hallways	living rooms dining rooms bedrooms foyers hallways
What makes it great?	<ul style="list-style-type: none"> <li>■ Color Lock® Technology for truer, richer color</li> <li>■ Extreme hide—never more than two coats</li> <li>■ Self-leveling finish for unsurpassed surface smoothness</li> </ul>	<ul style="list-style-type: none"> <li>■ Zero VOCs</li> <li>■ Lowest total emissions among leading paint brands</li> <li>■ Dries quickly; recoat in 1-2 hours</li> <li>■ Green without compromise®</li> </ul>	<ul style="list-style-type: none"> <li>■ High hiding with great coverage</li> <li>■ Outstanding durability and washability in any finish</li> <li>■ Mildew and fade resistant</li> </ul>	<ul style="list-style-type: none"> <li>■ Easy application with great touch-ups</li> <li>■ Low VOCs, low odor</li> <li>■ Durable and washable</li> </ul>



MATTE | EGGSHELL |  
SATIN | SEMI-GLOSS



FLAT | EGGSHELL |  
SEMI-GLOSS



FLAT | MATTE | EGGSHELL |  
PEARL | SEMI-GLOSS



FLAT | EGGSHELL |  
SEMI-GLOSS

## Concepts®

...you want a quality paint available in thousands of colors that won't break your budget

spare bedrooms  
finished basements  
laundry rooms  
mud rooms  
closets

- Low VOCs
- Low odor
- Available in thousands of colors



FLAT | EGGSHELL |  
SEMI-GLOSS

## Aura® Bath & Spa

...you want a luxurious matte finish color that will stand up to humidity

bathrooms  
home spas

- Matte finish repels moisture and maintains color integrity
- Unlimited color selection



MATTE

## Waterborne Ceiling Paint

...you want a totally flat ceiling finish to enhance your luxurious wall color

ceilings in  
any room of  
your home

- Goes on easily with minimal spatter
- Ultra flat finish reduces glare
- Unlimited color selection



ULTRA FLAT

## ADVANCE®

...you want a durable, furniture-like finish for your trim, walls and cabinets that is water-based

trim, doors, crown  
molding, baseboards,  
cabinets

- Offers the application performance of traditional oil paint
- Cleans up with soap and water
- Produces a furniture-like finish
- Low-VOC formula



PRIMER | SATIN |  
SEMI-GLOSS | HIGH-GLOSS



Painting your home is the single most dramatic change you can make to give it a new look and feel. And, naturally, you have lots of questions.

What's the right paint for my budget?

Do I need a primer?

Can I do the painting myself?

What tools do I need?

Walk into our store and you'll find color experts ready with answers. They're trained to help you with all aspects of your project because they know that when it comes to your home, you want to get even the smallest detail right.

# Benjamin Moore® quality— a superior paint experience with every product.

When it comes to premium paints and stains,  
Benjamin Moore sets the standard for excellence.

We manufacture our own colorants and resins and apply our advanced waterborne technology to deliver high-performance products for any home painting project. Whether it's our incomparable selection of authentic colors, the durability of our coatings or our commitment to eco-friendly products, Benjamin Moore will help you achieve beautiful results you will love for a very long time.



The Green Promise designation is Benjamin Moore's assurance that its environmentally friendly coatings meet and often exceed the strictest industry standards. While also delivering the premium levels of performance you expect from Benjamin Moore.



**Benjamin Moore®**

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**Authentic Color**

Benjamin Moore® colors can only be made in Benjamin Moore Paint

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**Benjamin Moore®**



A SIMPLE GUIDE TO SELECTING  
the right interior paint