



AURA[®]

The Pinnacle of Paint Perfection





Redefining Exterior Paint Expectations

Aura® Exterior, Benjamin Moore's highest-performing exterior paint, delivers beautiful results and real-world benefits that matter to painters.

Premium Results

Paint confidently using our highest-quality exterior paint formulated to help retain gloss, reduce fading, and resist surfactant leaching to ensure homeowner satisfaction.

Quicker Job Completion

Dries to the touch in one hour with substantial film formation from the very first coat. (Can be applied up to 10 mils wet without sag.)

Excellent Block Resistance

Minimal tack helps prevent damage and expedites the drying process of windows and doors for quicker return to service.*

**Soft gloss only*



ABOVE: SIDING: Temptation 1609 TRIM, GARAGE DOORS & COLUMNS: White OC-151

A Trusted Partner

Aura Exterior has been the product of choice for multiple Fortune 500 companies to keep their storefronts looking fresh and true to their brand standards. Aura Exterior delivers the color depth these hard-to-achieve brand colors may demand and can reduce the need for repainting due to the exceptional fade resistance and color longevity.

"Summit Properties has proudly relied on Benjamin Moore's Aura line for nearly a decade. Our painters and clients both cherish the vibrant yet durable colors. We highly endorse this line for any project or program, confident in its ability to deliver exceptional results."

— Joseph Cross, Senior Project Manager, Summit Properties



Scan the QR code
to hear why painting
professionals choose
Aura Exterior.

Backed by Science

With enhanced color and performance, Aura stands apart from any other premium exterior paint in the industry. It is the only paint in the world that uses all three of the following proprietary technologies:

Color Lock® Technology

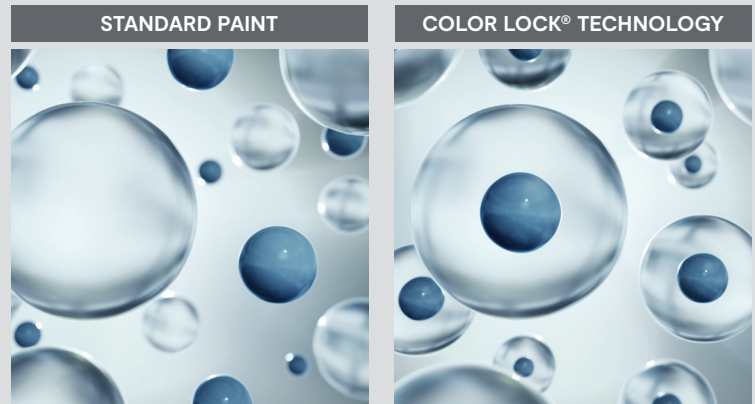
Embedding pigment within binding molecules locks color into the film to deliver fade resistance, keeping color looking as beautiful as day one—a process that's unique to Aura.

Unique Acrylic Resin

Aura's distinct resin is engineered to provide excellent film formation, delivering UV protection, fade resistance, and gloss retention.

Gennex® Color Technology

Common colorants require certain chemicals that weaken paint. Our Gennex colorants are designed specifically to enhance our paints, resulting in superior hide and a more durable finish.



Pigment particles hold loosely to binder molecules

Pigment particles are embedded in binder molecules

Photo by Elizabeth Messina



The Designers' Choice

Designers and architects rely on Aura to elevate their projects because it provides beautiful colors and a flawless finish to satisfy discerning clients.

Unrivaled Craftsmanship

Backed by research from leading chemists and experts, Aura is meticulously made with the finest pigments and exclusive resins.

Vibrant Color

Aura delivers rich, deeply saturated hues to maximize curb appeal.

Timeless and Enduring

With finishes that are elegant yet durable, Aura is an exceptional choice for long-lasting beauty.

"With the Aura Exterior line, I knew that it would just have this richness and depth of color that I was looking for and that it would stand up to the elements. To me, it's the gold standard for quality."

— Erin Fetherston, Interior Designer

Exterior Beauty That Endures

From harsh winters to sun-soaked heat waves, Aura Exterior provides long-term durability and protection.

Fade Resistance

Color stays truer longer. Aura Exterior is also less prone to blistering and stands up to rain, snow, wind, and UV exposure.

Safe for Vinyl

Rejuvenate your vinyl siding with Aura Exterior in vinyl-safe colors.

Limited Lifetime Warranty*

Benjamin Moore stands behind Aura's quality and durability.

**See Technical Data Sheet for details.*

COLOR THAT STANDS THE TEST OF TIME

These images illustrate Aura Exterior's ability to resist color fade over time.

FRESHLY PAINTED



Aura Exterior



National Competitor

AFTER 1,700 HOURS (in a weather simulator)



Aura Exterior



National Competitor

Wood panels in Hamilton Blue HC-191 shown freshly painted and after 1,700 hours of full exposure to environmental stressors including moisture and UV light. This is the equivalent of 1 to 10 years, depending on varying climate conditions.

Held to the Highest Standards

At Benjamin Moore, we hold our products to the highest standards. Aura Exterior has completed and passed the following third-party ASTM testing:

ASTM D6904 Wind Driven Rain
ASTM D522/522M Flexibility

ASTM D1308 Alkali Resistance Pass
ASTM D2370 Elongation & Tensile Strength

ASTM International is a globally recognized leader in the development and delivery of voluntary consensus standards. ASTM International standards are the tools of customer satisfaction and competitiveness for companies across a wide range of markets.



ASTM INTERNATIONAL

Perfection in Every Sheen



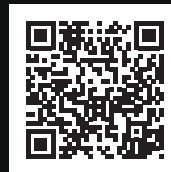
CODE	GLOSS/SHEEN	VOLUME SOLIDS	COVERAGE ¹	DRY TIME ²	VOC RANGE	COMMON USES
N629	Flat (0-3 @ 85°)	45.5 ± 2%	250-350 sq. ft.	Touch: 1 hour Recoat: 4 hours	< 50 g/L	Siding
N634	Low Lustre (9-15 @ 60°)	45.6 ± 2%				Trim, Shutters, Doors, and Architectural Details
N631	Satin (20-30 @ 60°)	43.1 ± 2%				
N632	Soft Gloss (50-60 @ 60°)	40.1 ± 2%	350-450 sq. ft.			

¹Approximate gallon coverage at recommended film thickness (sq. ft.) ²Dry time at 77°F (25°C) at 50% RH



A Premium Start for a Premium Finish

Fresh Start® primers provide the critical foundation for ensuring beautiful, long-lasting results.



SDS and TDS are available
at benjaminmoore.com



We remain committed to the mission of our founder, Benjamin Moore, who started his paint company in 1883: to produce the highest-quality paints and finishes in the industry and deliver them directly to our customers through our nationwide network of knowledgeable, independently owned retailers.

FRONT COVER: SIDING: Temptation 1609 TRIM, COLUMNS & DOOR: White OC-151

GATEFOLD: SIDING: Swiss Coffee OC-45 TRIM: Charcoal Slate HC-178

Paint colors shown are not exact matches to the Benjamin Moore paints listed. Actual results may vary. Paint sampling is strongly recommended prior to use.

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