



Benjamin Moore®

AURA®

The best just got better



# High-performance color

The experts at Benjamin Moore redesigned our ultra-premium AURA® Exterior paint to be even more durable, fade-resistant and longer-lasting. We spent years developing this reformulation and have, once again, pushed paint and chemistry to new heights to elevate this ultra-premium paint, adding high-performing additives for improved resistance to surfactant leaching. The result is deeply pigmented applications of Benjamin Moore's more than 3,500-plus color choices—colors that resist fading and stand up to rain, snow, wind and UV damage.

## Performance and perfection

AURA Exterior stands apart from any other premium exterior paint in the industry. Our chemists engineered its unique resin to offer even greater levels of color depth, reduced chalking, and UV and fade resistance. It's the only exterior paint in the world that combines all three of the following proprietary technologies:

- 1. Color Lock® Technology** — Available only in AURA Exterior and Interior, Color Lock embeds pigment within binding molecules to lock color in the paint film. It delivers unparalleled color depth, fade resistance and reduced chalking.
- 2. AURA's new acrylic resin** — Available only in AURA Exterior, it provides excellent film formation, improved UV and fade resistance, and superior gloss retention.
- 3. Gennex® Color Technology** — available in all our premium paints—removes unnecessary components that weaken paint, which results in better hide, flow and leveling, and durability.

## Redefining expectations in exterior paint

Painters who work with AURA Exterior set themselves apart by creating stunning exterior transformations. AURA redefines the color experience with quality and flexibility:

- **Mildew resistance** — AURA provides a mildew-resistant coating for even greater customer satisfaction.
- **Limited Lifetime Warranty** — Benjamin Moore stands behind AURA's quality and durability.
- **Low-temperature application** — AURA applies as low as 35°F to extend the painting season in colder climates.
- **Colors for Vinyl palette** — As a painting option for vinyl siding, this collection of Benjamin Moore® colors has been tested and identified to avoid sun-induced warping of vinyl and similar substrates.\*

\*Be sure to inspect and confirm proper installation. Make repairs as needed. Before painting, always check specific vinyl manufacturer's guidelines and the Technical Data Sheet.



KEY FEATURES	BENEFITS
Benjamin Moore's exclusive lab-perfected resin	Excellent fade resistance and gloss retention
Benjamin Moore's proprietary Color Lock® technology	Provides unparalleled color depth and reduced chalking to ensure stunning results that stand the test of time
Substantial film formation starting with the very first coat	Finish jobs faster, using less paint
Improved block resistance and reduced tack	Increase job site efficiency and minimize disruption
Permeable coating	Breathable coating is less prone to blistering, providing long-term durability and protection



# Perfection in every sheen



CODE	GLOSS/SHEEN	VOLUME SOLIDS	COVERAGE <sup>1</sup>	DRY TIME <sup>2</sup>	VOC RANGE
N629	Flat (0 - 3 @ 85°)	45.5 ± 2%	250 - 350 sq. ft.	Touch: 1 Hour Recoat: 4 Hours	< 50 g/L
N634	Low Lustre (9 - 15 @ 60°)	45.6 ± 2%			
N631	Satin (20 - 30 @ 60°)	43.1 ± 2%			
N632	Soft Gloss (50 - 60 @ 60°)	40.1 ± 2%	350 - 450 sq. ft.		

SDSs and TDSs are available at [Benjaminmoore.com](http://Benjaminmoore.com).

<sup>1</sup>Theoretical coverage at recommended thickness per gallon unless otherwise noted. <sup>2</sup>Dry time at 77°F (25°C) at 50% RH.



AURA is available in over 3500+ colors.

Download the Benjamin Moore Color Portfolio® app to “try on” our colors.



Your Benjamin Moore® representative is here to answer your questions about AURA® Exterior. Find your rep: 1-866-708-9180 or [benjaminmoore.com](http://benjaminmoore.com).

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