



### The Benjamin Moore® Advantage:

- Over 5,000 independent retailers and 200+ field & architectural representatives ready to help you
- A full selection of premium products for every job
- An architectural support program to help you specify the right products for any job
- On-site specification and inspection help for complicated or difficult jobs
- Value-added business programs and services for professional contractors
- The colours designers prefer



Benjamin Moore® is a proud member of the Canada Green Building Council, a nonprofit organization of building industry leaders working to make environmentally responsible, profitable, and healthy buildings.

Contact your Benjamin Moore representative to learn more about Aura® and the Benjamin Moore advantage.

To find a representative in your area, visit [benjaminmoore.ca](http://benjaminmoore.ca) or call 1-866-708-9180.

## Available Finishes



## Benefits

- Extreme hide
- Unprecedented durability
- Spatter-free application
- Excellent flow and levelling
- Uniquely smooth finish
- Mildew resistant
- Fast-drying
- Available in thousands of colours

FINISH	CODE	PRODUCT	VOL. SOL.	COVERAGE <sup>1</sup>	DRY TIME <sup>2</sup>
MATTE	K522	Proprietary 100% Acrylic Latex	47.8%	32.5 - 37.2 sq. m. (350-400 sq. ft.)	Set to Touch: 1 hr. To Re-coat: 1 hr.
EGGSHELL	K524	Proprietary 100% Acrylic Latex	46.3%	32.5 - 37.2 sq. m. (350-400 sq. ft.)	Set to Touch: 1 hr. To Re-coat: 1 hr.
SATIN	K526	Proprietary 100% Acrylic Latex	42.0%	32.5 - 37.2 sq. m. (350-400 sq. ft.)	Set to Touch: 1 hr. To Re-coat: 1 hr.
SEMI-GLOSS	K528	Proprietary 100% Acrylic Latex	40.1%	37.2 - 41.8 sq. m. (400-450 sq. ft.)	Set to Touch: 1 hr. To Re-coat: 1 hr.
COLOUR FOUNDATION <sup>3</sup>	K521	Proprietary 100% Acrylic Latex	46.0%	32.5 - 37.2 sq. m. (350-400 sq. ft.)	Set to Touch: 1 hr. To Re-coat: 2 hrs.
BATH & SPA	K532	Proprietary 100% Acrylic Latex	45.1%	32.5 - 41.8 sq. m. (350-450 sq. ft.)	Set to Touch: 1 hr. To Re-coat: 1 hr.

<sup>1</sup> Theoretical coverage of a can of 3.79 L (sq. m. [sq. ft.]) at recommended film thickness. <sup>2</sup> Dry time at 25 °C (77 °F) at 50% RH. <sup>3</sup> Base for clean, clear colours.



Benjamin Moore's Green Promise® designation is our company's assurance that this product meets – and often exceeds – rigorous environmental and performance criteria regarding VOCs, emissions, application, washability, scrubability, and packaging, while also delivering the premium levels of performance you expect from Benjamin Moore.

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Benjamin Moore®

Aura®

Experience the  
difference with  
Aura® Interior





# Aura® covers and performs like no other paint on the market.

Thanks to our proprietary Colour Lock™ technology, Aura Paint covers in fewer coats and dries more quickly to an exceptionally durable and uniquely smooth finish. You get outstanding results that save you time and money.

## COLOUR LOCK TECHNOLOGY GIVES YOU THE ADVANTAGE NO OTHER PAINT HAS.

Much like a turbo-charger revs up the performance of a car, Colour Lock technology improves the performance, durability, look, and feel of this incredible product. Colour pigments are microscopically bonded to the dry paint film, permanently locking in the colour. Special polymers wrap themselves around colour particles, creating a thicker paint that dries harder and is less sensitive to high humidity and moisture for a new standard in durability, as well as improved flow and levelling.



SHOWN ABOVE  
WALLS: *Breath of Fresh Air 806, Aura, Matte*

SHOWN ON FRONT COVER  
WALLS: *Kendall Charcoal HC-166, Aura, Matte*

### NO COLOUR RUB-OFF

STANDARD PAINT



Pigment rubs off on cloth after repeated scrubbing.

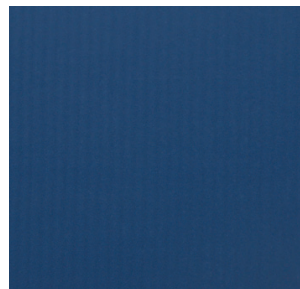
AURA® PAINT



No colour rub-off after repeated scrubbing.

### IMPROVED FLOW AND LEVELLING

STANDARD PAINT

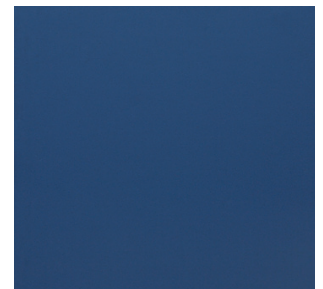


SIDE VIEW



Ridges show how the paint doesn't level out brush marks.

AURA® PAINT



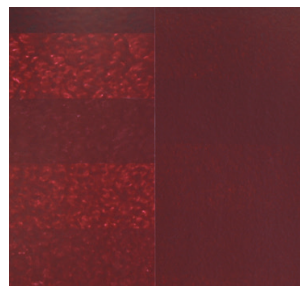
SIDE VIEW



Rich, thick viscosity of Aura® paint dries to a uniquely smooth finish.

### EXTREME HIDE

STANDARD PAINT



ONE COAT | TWO COATS

Even after two coats, dark colours don't hide.

AURA® PAINT



ONE COAT | TWO COATS

Covers more in one and two coats.

## **SUPER-PREMIUM QUALITY AND EXTREME HIDE, SO YOU CAN USE LESS PAINT**

The moment you open the lid, you'll see that Aura Paint is different. It has a noticeably richer texture and high viscosity. It's extremely high hiding, for fewer coats.

## **GOES ON SMOOTHLY FOR EASY APPLICATION AND SEAMLESS TOUCH-UPS**

Our proprietary waterborne colorant system offers a thicker dry film than most 100% acrylic paints, so it delivers excellent flow and levelling and is virtually spatter free. Paint goes on easier, smoothing out brush strokes and delivering seamless touch-ups with better results.

## **UNPRECEDENTED DURABILITY FOR A FINISH THAT LASTS, EVEN AFTER REPEATED WASHINGS**

With Aura Paint, you can feel confident painting with any sheen, in any colour. With Colour Lock™ technology, Aura Paint resists scuffs, scratches, streaking, water spotting, and is mildew-resistant. Surfaces keep their freshly-painted look for years.

## **ZERO-VOC, LOW-ODOUR FORMULA FOR ENVIRONMENTALLY-CONSCIOUS CUSTOMERS**

Aura Paint's zero-VOC formulation meets stringent environmental standards. It also dries quickly for fast return to service.

## **QUICK-DRYING FORMULA FOR FAST RECOATS**

Aura is formulated to dry faster than typical acrylic paint and can be re-coated in just one hour.



SHOWN ABOVE

WALLS: *New London Burgundy HC-61, Aura, Eggshell*

**100% ACRYLIC  
LATEX TINTED  
WITH GENNEX®  
WATERBORNE  
COLORANTS**



Gennex is Benjamin Moore's proprietary, zero-VOC colorant system and it is what sets Benjamin Moore® paints apart from the competition. Typical colorants weaken paint, making it thinner and more difficult to apply. They also reduce the film's washability, allowing the colour to easily rub off and fade. But zero-VOC Gennex colorants actually fortify the paint, so it maintains its original viscosity in all colours, delivers a more durable finish, and retains true scrubability. This makes the paint easier to work with and ensures that your clients will be satisfied with your work for years to come.