



Benjamin Moore®

AURA®

The best just got better



# How do you improve on perfection?

We set out to do the impossible—make our ultra-premium AURA® Interior paint even more beautiful, more durable and longer-lasting. And we did it. The experts at Benjamin Moore spent years enhancing AURA and have, once again, pushed paint and chemistry to new heights to elevate this ultra-premium paint, which was already in a class by itself for deep, rich colour that lasts.

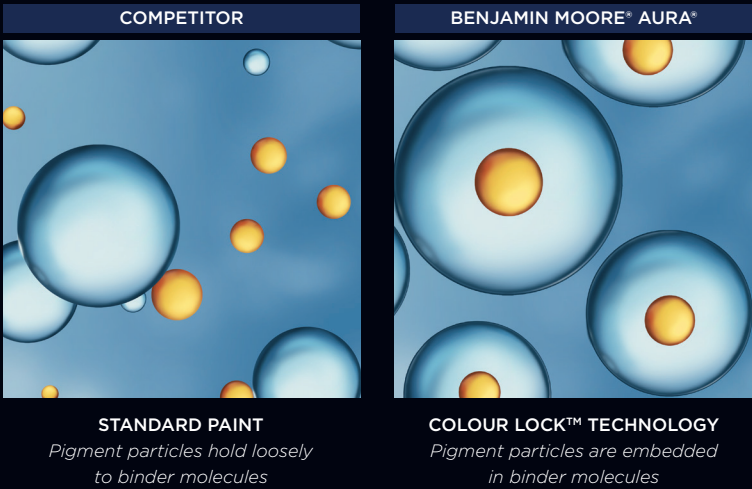
**Introducing the next generation of AURA®.**

## A more perfect AURA

AURA stands apart from any other premium interior paint in the industry. Our chemists engineered its unique resin to offer even greater levels of performance.

This new proprietary resin is only one part of an advanced formula that delivers incomparable, luxurious colour. This new AURA interior is the only paint in the world that uses all three of the following proprietary technologies to enhance colour and performance:

1. Colour Lock™ Technology—available only in AURA interior and exterior paints—embeds pigment within binding molecules to lock colour in the paint film.
2. AURA's new acrylic resin—available only in AURA interior—uses a unique and proprietary formulation of copolymers that increase film durability.
3. Gennex® Colour Technology—available in all our premium paints—removes unnecessary components that weaken paint, which results in better hide, flow and levelling, and durability.



## Redefining the colour experience

Painters who work with AURA set themselves apart by delivering the richest, deepest, most breathtaking colour—results that are as stunning as they are durable:

- Smooth, richly pigmented colours and more than 3,500 stunning colours to choose from
- Surfaces that stand up to washing with no colour rub-off or impact to sheen
- A coating that resists scuffing, burnishing and offers a mildew-resistant finish

KEY FEATURES	BENEFITS
Superior coverage and hide, even in lighter tones and whites	Complete every project in less time and with less material
Smooth application and finish across all sheens	Deliver consistent quality on walls, doors, trim and moulding
Self-priming, even on new drywall or over minor repairs	Finish various projects with the same luxurious results
Fast dry and recoat times with seamless touch-ups	Maximize efficiency and minimize disruption
Improved flow and levelling and enhanced workability with brush and roller	Work every project with greater effectiveness
Engineered with Gennex® Colour Technology	Contributes to superior hide and colour retention across Benjamin Moore colours

# Paint perfected

AURA continues to redefine what a luxury paint should be, not only in its appearance but also in its performance. Our lab tests show how AURA creates a fortress of colour that beautifies and protects interior surfaces.

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## IMPROVED HIDE IN 1 & 2 COATS

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AURA delivers excellent hide and holds its sheen in one and two coats, even on bare drywall boards in most cases.



*Photograph of bare drywall painted with one and two coats of AURA® Interior, Eggshell, Caliente AF-290.*



*Photograph of bare drywall painted with one and two coats AURA® Interior, Eggshell, Simply White OC-117.*



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## BETTER STAIN REMOVAL

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AURA gives you walls you can wash. These typical household stains have been washed down the centre of drywall painted with AURA Interior, Eggshell.



*Photograph of AURA® Interior, Eggshell—two coats of Simply White OC-117 over one coat of Fresh Start® High-Hiding All-Purpose Primer.*

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## NO COLOUR RUB-OFF

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AURA resists colour rub-off, even in deep reds. A white cloth rubbed over AURA remains white.



*Photograph of AURA® Interior Eggshell—two coats of Caliente AF-290 over one coat of Fresh Start® High-Hiding All-Purpose Primer.*





# Perfection in every sheen



CODE	GLOSS/SHEEN	CERTIFICATIONS		VOLUME SOLIDS	VOC RANGE	COVERAGE <sup>1</sup>	DRY TIME <sup>2</sup>
		ANTI-MICROBIAL	MPI				
F522	Matte (3-6 @ 85°)	✓	#142, #143	47.3 ± 2%	< 50 g/L	32.5-37.2 sq. m. (350-400 sq. ft.)	Touch: 1 Hour  Recoat: 1 Hour
F524	Eggshell (10-22 @ 85°)	✓	#138	47.8 ± 2%			
F526	Satin (28-38 @ 60°)	✓	#140	39.8 ± 2%			
F528	Semi-gloss (50-60 @ 60°)	✓	#141	38.5 ± 2%		37.2-46.5 sq. m. (400-500 sq. ft.)	

SDSs and TDSs are available at [benjaminmoore.ca](http://benjaminmoore.ca).

<sup>1</sup>Theoretical coverage (sq. m. [sq. ft.]) per 3.79 L at recommended film thickness. <sup>2</sup>Dry time at 25°C (77°F) at 50% RH.



AURA is available in over 3500+ colours.

Download the Benjamin Moore Color Portfolio™ app to “try on” our colours in your rooms.



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

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