


Benjamin Moore®

| **AURA®**

The Pinnacle of Paint Perfection





The Aura® Difference

Aura® Interior, Benjamin Moore's highest-performing interior paint, delivers breathtakingly rich, deep colours for results as durable as they are stunning.

Premium Advantage

The first choice for painters when only exceptional results will suffice.

Effective and Efficient

Provides excellent hide with fewer coats and a one-hour recoat time, so projects are finished faster.

Drastic Colour Changes

Remarkable coverage in the most challenging cases, even with lighter tones and whites.

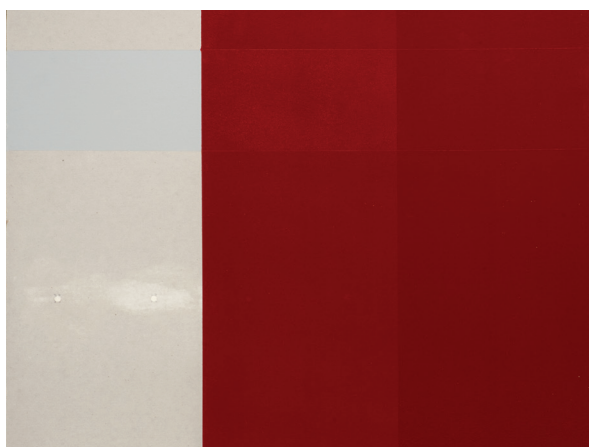
HIDE IN ONE & TWO COATS

Aura delivers excellent hide and maintains its sheen in one and two coats, even on bare drywall in most cases.

DRYWALL

ONE COAT

TWO COATS



Bare drywall painted with one and two coats of Aura® Interior, Eggshell, Caliente AF-290

DRYWALL

ONE COAT

TWO COATS



Bare drywall painted with one and two coats of Aura® Interior, Eggshell, Simply White OC-117

A Full Premium Experience

Choosing the right tools is essential to achieving precision and unlocking Aura Interior's true potential.

Rolling

We recommend using a shed-resistant, white woven 9.5 mm (3/8") nap or a microfibre 9.5 mm (3/8") nap roller cover. Try our Aura® professional roller covers specifically designed for use with Aura paint.

Brushing

For cutting in, painting trim, and other more detailed applications, we recommend using an extra-firm 5.1 or 6.4 cm (2" or 2½") angled nylon-polyester sash paintbrush.



Scan the QR code
to hear what
professional painters
have to say about
Aura Interior.

Backed by Science

Aura stands apart from any other premium interior paint in the industry. It is the only paint in the world that uses all three of the following proprietary technologies to enhance colour and performance:

Colour Lock™ Technology

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

Proprietary Acrylic Resin

Our chemists engineered Aura's unique resin to offer even greater levels of performance. As a result, it provides resistance to scuffs and stains, and keeps colour and sheen intact even after scrubbing.

Gennex® Colour 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 Simon Upton



The Designers' Choice

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

Unrivalled Craftsmanship

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

Vibrant Colour

Aura delivers the rich, deeply saturated hues needed to create depth in colour-drenched rooms and intimate spaces.

Timeless and Enduring

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

"Aura is my first choice when a project requires the highest-quality paint. Aura's richly saturated formulation provides the greatest depth of colour that is found on the market today. Our clients love the results!"

— Timothy Corrigan, Interior Designer

Beautiful Colour That Lasts

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

Breathtaking Colour

Delivers incredibly rich, beautiful, and consistent colour for a high-end finish.

Our Longest-Lasting Paint

Enduring colour means you can repaint when you want to, not because you have to.

Most Scrubbable

Stands up to repeated washing with no colour rub-off or loss of sheen.

STAIN REMOVAL

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



*Two coats of Aura® Interior, Eggshell, Simply White OC-117
over one coat of Fresh Start® High-Hiding All-Purpose Primer*

NO COLOUR RUB-OFF

Aura resists colour rub-off, even in deep blues. A dry sponge rubbed over Aura remains clean.



*Two coats of Aura® Interior, Eggshell, Van Deusen Blue HC-156 over
one coat of Fresh Start® High-Hiding All-Purpose Primer*

Perfection in Every Sheen



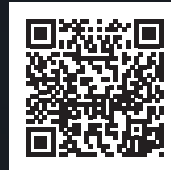
| CODE | GLOSS/SHEEN | VOC RANGE | COVERAGE¹ | DRY TIME² | COMMON USES | |
|------|-----------------------------|-----------|---------------------------------------|---------------------------------|--|--|
| F522 | Matte (3-6 @ 85°) | < 50 g/L | 32.5-37.2 sq. m. (350-400 sq. ft.) | Touch: 1 hour Recoat: 1 hour | Ceilings, Walls in Low-Traffic Spaces, and Bedrooms | |
| F524 | Eggshell (10-22 @ 85°) | | | | High-Traffic Walls, Hallways, Closets, Living Rooms, Kitchens, and Bathrooms | |
| F526 | Satin (28-38 @ 60°) | | 37.2-41.8 sq. m. (400-450 sq. ft.) | | | |
| F528 | Semi-Gloss (50-60 @ 60°) | | Cabinets, Doors, and Trim | | | |

¹Approximate coverage (sq. m. [sq. ft.]) per 3.79 L at recommended film thickness ²Dry time at 25 °C (77 °F) 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.ca



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: WALLS, TRIM & DOOR: Bold Blue 2064-10

GATEFOLD: WALLS & TRIM: Tranquil Blue 2051-50 CEILING: White Ice OC-58

Paint colours 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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