



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 color that lasts.

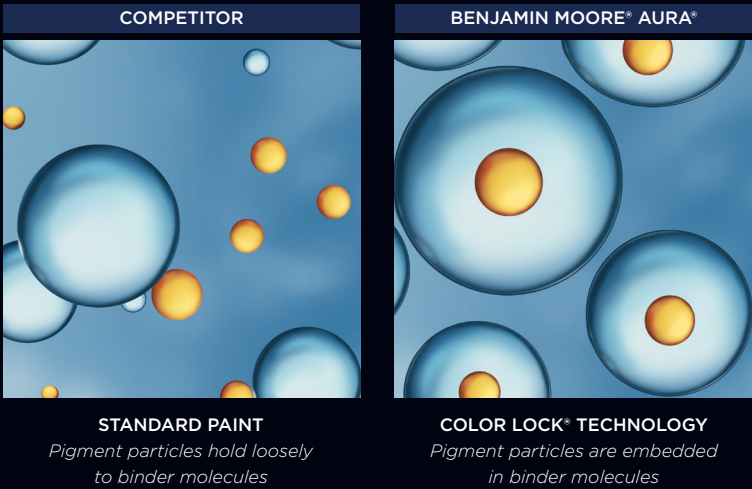
Introducing the next generation of AURA®.

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 color. This new AURA interior is the only paint in the world that uses all three of the following proprietary technologies to enhance color and performance:

1. Color Lock® Technology—available only in AURA interior and exterior paints—embeds pigment within binding molecules to lock color 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® 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 the color experience

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

- Smooth, richly pigmented colors and more than 3,500 stunning colors to choose from
- Surfaces that stand up to washing with no color 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 molding
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 leveling and enhanced workability with brush and roller	Work every project with greater effectiveness
Engineered with Gennex® Color Technology	Contributes to superior hide and color retention across Benjamin Moore colors

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 color that beautifies and protects interior surfaces.

IMPROVED HIDE IN 1 & 2 COATS

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



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



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

BETTER STAIN REMOVAL

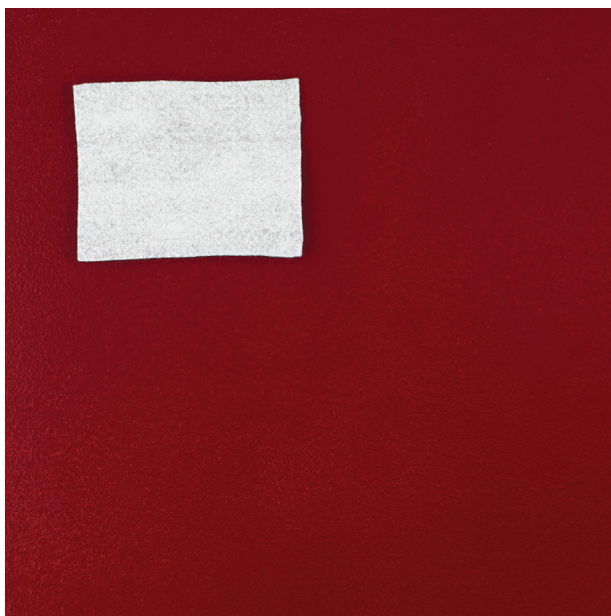
AURA gives you walls you can wash. These typical household stains have been washed down the center of drywall painted with AURA Interior, Eggshell.



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

NO COLOR RUB-OFF

AURA resists color 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 ¹	DRY TIME ²
		ANTI-MICROBIAL	MPI				
N522	Matte (3-6 @ 85°)	✓	#142, #143	47.3 ± 2%	< 50 g/L	350 - 400 sq. ft.	Touch: 1 Hour Recoat: 1 Hour
N524	Eggshell (10-22 @ 85°)	✓	#138	47.8 ± 2%			
N526	Satin (28-38 @ 60°)	✓	#140	39.8 ± 2%			
N528	Semi-gloss (50-60 @ 60°)	✓	#141	38.5 ± 2%		400 - 450 sq. ft.	

SDSs and TDSs are available at benjaminmoore.com.

¹Theoretical gallon coverage at recommended film thickness (sq. ft) ²Dry 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 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.com/aura.

Color accuracy is ensured only when tinted in quality Benjamin Moore® paints. Color representations may differ slightly from actual paint. ©2022 Benjamin Moore & Co. AURA, Benjamin Moore, Benjamin Moore Color Portfolio, Color Lock, Fresh Start, Gennex, The Signature Paint Dollop, and the triangle “M” symbol are registered trademarks licensed to Benjamin Moore & Co. All other marks are the property of their respective owner. Printed in the USA. M2455032 4/22 MG

