

  
**Benjamin Moore®**

| **AURA®**

The Pinnacle of Paint Perfection







# The Aura® Difference

Aura® Interior, Benjamin Moore's highest-performing interior paint, delivers breathtakingly rich, deep colors 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 Color Changes

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

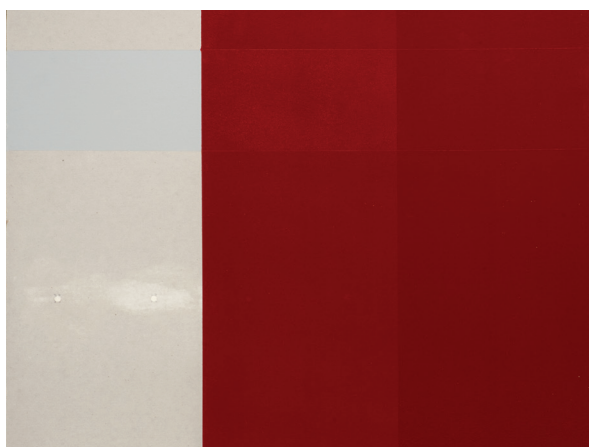
## HIDE IN ONE & TWO COATS

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 3/8" nap or a microfiber 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 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 color and performance:

## Color Lock® Technology

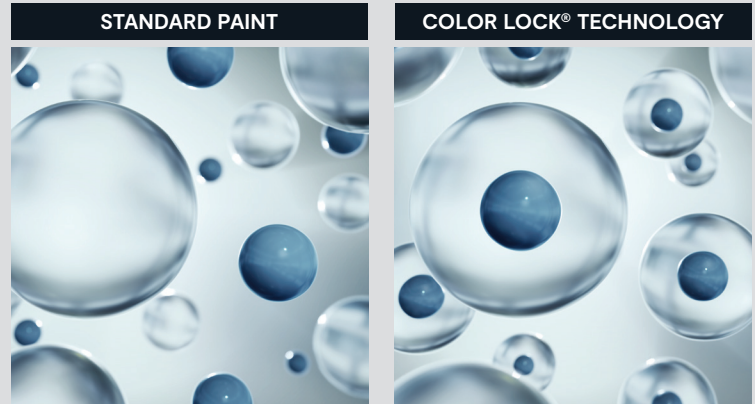
Embedding pigment within binding molecules locks color into the film to deliver fade resistance, keeping color looking as beautiful as day one—a process that's unique to Aura.

## 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 color and sheen intact even after scrubbing.

## Gennex® Color 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 colors and a flawless finish to satisfy discerning clients.

## Unrivaled Craftsmanship

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

## Vibrant Color

Aura delivers the rich, deeply saturated hues needed to create depth in color-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 color that is found on the market today. Our clients love the results!"*

— Timothy Corrigan, Interior Designer

# Beautiful Color 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 color that beautifies and protects.

## Breathtaking Color

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

## Our Longest-Lasting Paint

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

## Most Scrubbable

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

## STAIN REMOVAL

Aura gives you walls you can wash. These typical household stains have been washed across the center 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 COLOR RUB-OFF

Aura resists color 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



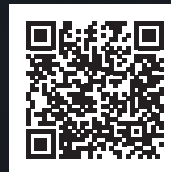
CODE	GLOSS/SHEEN	VOC RANGE	COVERAGE¹	DRY TIME²	COMMON USES	
N522	Matte (3-6 @ 85°)	< 50 g/L	350-400 sq. ft.	Touch: 1 hour Recoat: 1 hour	Ceilings, Walls in Low-Traffic Spaces, and Bedrooms	
N524	Eggshell (10-22 @ 85°)				High-Traffic Walls, Hallways, Closets, Living Rooms, Kitchens, and Bathrooms	
N526	Satin (28-38 @ 60°)		400-450 sq. ft.			
N528	Semi-Gloss (50-60 @ 60°)		Cabinets, Doors, and Trim			

<sup>1</sup>Approximate gallon coverage at recommended film thickness (sq. ft.) <sup>2</sup>Dry time at 77°F (25°C) 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.com](https://benjaminmoore.com)



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 colors shown are not exact matches to the Benjamin Moore paints listed. Actual results may vary. Paint sampling is strongly recommended prior to use.

©2022, 2025 Benjamin Moore & Co. Aura, Benjamin Moore, Color Lock, Fresh Start, Gennex, 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.



M2455634

KW 3/25