



REGAL[®]
SELECT

The Standard for Excellence



Regal® Select Works Harder for You

Combining unbeatable flow and leveling with excellent hide, Regal Select is the interior paint trusted to deliver the renowned Benjamin Moore® performance.

Unbeatable Flow and Leveling

Experience a premium application with reduced drag for a beautiful, uniform finish.

One-Hour Recoat

Get back to work up to three hours faster with recoat in as little as one hour¹ versus a leading national competitor's four-hour recoat time.

Superior Coverage

Go further with superior hide and 50 square feet more per gallon² than a leading national competitor.

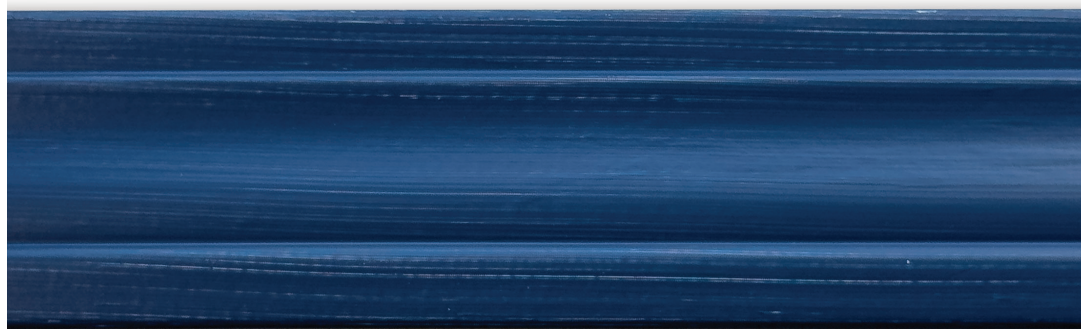
EXCELLENT FLOW AND LEVELING RESULTS IN BETTER UNIFORMITY

We tested the flow and leveling of Regal Select satin/pearl and the leading national competitor. This close-up reveals our enhanced formula's smoothness compared to the competitor's.*

*Regal® Select
Interior's enhanced
leveling*



Competitor's
leveling*



Paint the Pros Rely On

Hear what professional painters have to say about Regal Select Interior, a contractor favorite for more than 60 years.



See Regal Select's unbeatable
flow and leveling in action

¹Dry time at 77°F (25°C) at 50% RH ²Approximate gallon coverage at recommended film thickness (sq. ft.)

*The leading national competitor

Regal® Select Delivers Excellent Durability

Able to withstand scuffs and burnishing from everyday wear and tear, Regal Select has the durability to stand the test of time.

Washability

Pencil, pen, marker, crayon, lipstick, and other tough stains wash clean without the paint losing color or sheen integrity, so walls retain their freshly painted appearance for years.

Scuff Resistance

Formulated to drastically reduce scuff marks, preserving premium results in high-traffic areas like hallways and stairs.

Smooth Finish

Regal Select Interior's finish is simply beautiful.

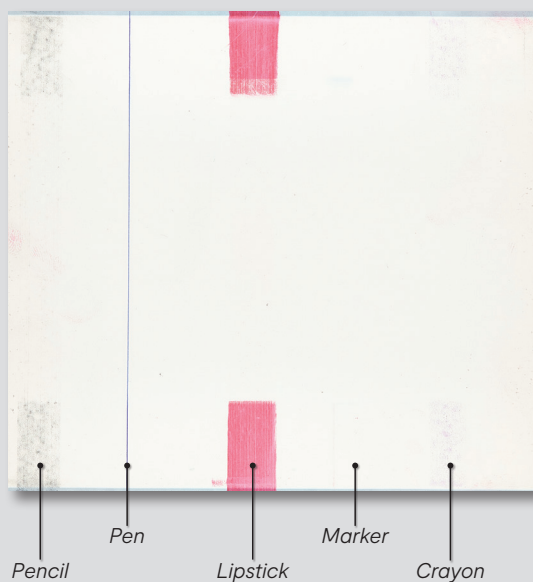


ABOVE: WALL: Beacon Gray 2128-60 TRIM: Gray Owl OC-52

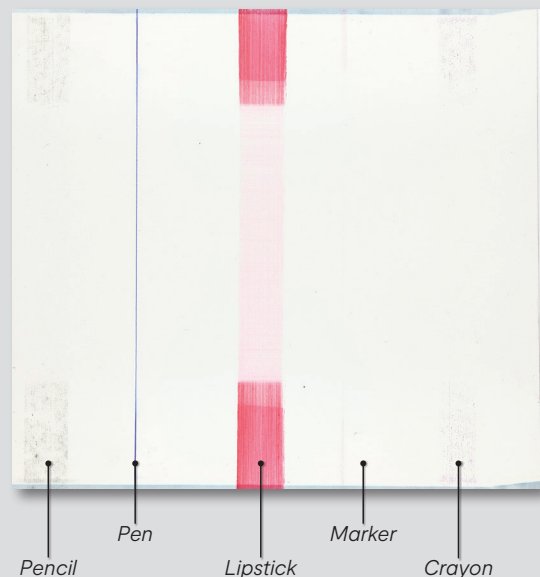
EASILY CLEAN STAINS AND SCUFFS

Rigorous independent third-party tests show how common household stains wash off surfaces painted with Regal Select compared to surfaces painted with the leading national competitor.*

Benjamin Moore® Regal® Select, Eggshell



*Leading Competitor**



Panel images are the result of third-party tests based on ASTM D4828 Standard Test Methods for Practical Washability of Organic Coatings. Brands tested are Benjamin Moore Regal Select Interior eggshell and a leading competitor. Tested stains are No. 2 pencil, blue ballpoint pen, Covergirl® 585 lipstick, Crayola® washable marker, and Crayola® purple crayon.

*The leading national competitor

Available in all of Benjamin Moore's 3,500+ unmatched colors



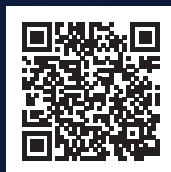
CODE	GLOSS/SHEEN	VOC RANGE	COVERAGE ¹	DRY TIME ²	COMMON USES
N547	Flat (1-4 @ 85°)	< 50 g/L	400-450 sq. ft.	Touch: 1 hour Recoat: 1-2 hours	Ceilings, Walls in Low-Traffic Spaces, and Bedrooms
N548	Matte (3-5 @ 85°)				
N549	Eggshell (15-22 @ 85°)				High-Traffic Walls, Hallways, Closets, Living Rooms, Kitchens, and Bathrooms
N550	Satin/Pearl (20-30 @ 60°)				
N551	Semi-Gloss (50-60 @ 60°)	< 100 g/L		Touch: 1 hour Recoat: 3 hours	Cabinets, Doors, and Trim

¹Approximate gallon coverage at recommended film thickness (sq. ft.) ²Dry 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



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: Classic Gray OC-23 MANTEL WALL: Edgecomb Gray HC-173 TRIM: Cloud White OC-130
WINDOWS: Onyx 2133-10

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.

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