



**The Benjamin Moore® Advantage:**

- Over 5,000 independent retailers and 200+ field & architectural representatives ready to help you
- A full selection of premium products for every job
- An architectural support program to help you specify the right products for any job
- On-site specification and inspection help for complicated or difficult jobs
- Value-added business programs and services for professional contractors
- The colors designers prefer



Benjamin Moore is a proud member of the U.S. Green Building Council, a nonprofit organization of building industry leaders working to make environmentally responsible, profitable, and healthy buildings.

Contact your Benjamin Moore representative to learn more about Aura® and the Benjamin Moore advantage.

To find a representative in your area, visit [benjaminmoore.com](http://benjaminmoore.com) or call 1-866-708-9180.

Available Finishes



**SAVE TIME USING LESS PAINT**

Aura® exterior paint's superior performance covers so well it's like applying two coats of conventional paint at once. Aura provides a higher build, allowing for a more protective coating on the substrate, and it is self-priming on many surfaces. This means significantly less time per job, allowing you to move on to new projects more quickly.

Benefits

- Extreme hide
- Easy application
- Can be applied down to 40°F (4.4°C)
- Covers minor surface imperfections
- Excellent flow and leveling
- Superior adhesion
- Fade- and mildew-resistant

FINISH	CODE	PRODUCT	VOL. SOL.	COVERAGE¹	DRY TIME²
FLAT	629	Proprietary 100% Acrylic Latex	46.0%	250 - 350 sq. ft.	Set to Touch: 1 hr. To Re-coat: 4 hrs.
LOW LUSTRE	634	Proprietary 100% Acrylic Latex	44.0%	250 - 350 sq. ft.	Set to Touch: 1 hr. To Re-coat: 4 hrs.
SATIN	631	Proprietary 100% Acrylic Latex	40.4%	250 - 350 sq. ft.	Set to Touch: 1 hr. To Re-coat: 4 hrs.
SEMI-GLOSS	632	Proprietary 100% Acrylic Latex	38.0%	350 - 450 sq. ft.	Set to Touch: 1 hr. To Re-coat: 4 hrs.
COLOR FOUNDATION	521	Proprietary 100% Acrylic Latex	46.0%	350 - 400 sq. ft.	Set to Touch: 1 hr. To Re-coat: 2 hrs.

¹ Theoretical coverage at recommended thickness per gallon unless otherwise noted. ² Dry time at 77°F (25°C) at 50% RH.

**LIFETIME LIMITED WARRANTY\***  
Aura exterior paint provides a film so durable, we warrant it against chipping, peeling and flaking for life when used according to label directions.

\*See product label for full details.

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**Benjamin Moore®**  
**Aura®**

Experience the  
Difference with  
Aura® Exterior





# Aura® exterior paint offers unprecedented durability and exceptional hide.

Our proprietary, Color Lock® technology makes Aura® exterior paint unlike any other. Aura's superior, one-coat performance is like applying two coats of conventional paint. Plus, it dries faster and delivers a smooth, durable finish that lasts year after year, even in the most challenging outdoor environments.

## COLOR LOCK TECHNOLOGY GIVES YOU THE ADVANTAGE NO OTHER PAINT HAS.

Much like a turbo-charger revs up the performance of a car, Color Lock technology improves the performance, durability, look and feel of this incredible product. Color pigments are microscopically bonded to the dry paint film, permanently locking in the color. Special polymers wrap themselves around color particles, creating a thicker paint that dries harder and is less sensitive to high humidity and moisture for a new standard in durability, as well as improved fade resistance.



EXTREME HIDE	
<p>STANDARD PAINT</p>  <p>More coats are required for adequate hide.</p>	<p>AURA® PAINT</p>  <p>Higher build for superior hide and coverage.</p>
COVERS SURFACE IMPERFECTIONS	
<p>STANDARD PAINT</p>  <p>MAGNIFIED</p> <p>Cracks and crevices are visible after coating.</p>	<p>AURA® PAINT</p>  <p>MAGNIFIED</p> <p>Paint fills in minor cracks and crevices.</p>
RESISTS PEELING / CRACKING	
<p>STANDARD PAINT</p>  <p>Poor adhesion leads to peeling and cracking.</p>	<p>AURA® PAINT</p>  <p>Superior adhesion means that the coating lasts for years.</p>

SHOWN AT LEFT  
SIDING: *White Diamond OC-61, Aura, Low Lustre*  
CEILING: *Harbor Haze 2136-60, Aura, Low Lustre*

## A DURABLE COATING FOR A FRESHLY PAINTED LOOK, YEAR AFTER YEAR

With Aura's proprietary Color Lock® technology, your client's color will last and maintain its integrity – even in the harshest weather conditions.

## EXTREME HIDE MEANS FEWER COATS

Aura's superior performance is like applying two coats of conventional paint at once, offering a higher build and better substrate protection. And because it is self-priming on many surfaces, Aura saves time and money on the job, allowing you to move on to your next project more quickly.

## HIGH-BUILD FORMULA COVERS SURFACE IMPERFECTIONS SEAMLESSLY

Aura's high-build formula and superior flow and leveling fill small surface cracks and cover minor imperfections, resulting in outstanding coverage and a smooth finish you can see and feel.

## GOES ON SMOOTHLY FOR EASY APPLICATION

Aura is noticeably easier to apply than other paints, allowing for a smooth, spatter-free application and seamless touch-ups. And with Aura's quick dry time, you can turn the job around quickly.

## EXTENDS YOUR PAINTING SEASON

Aura exterior can be applied to surface temperatures as low as 40°F (4.4°C), extending the window of time during which you're able to paint.

## FORMULATED FOR ENVIRONMENTALLY CONSCIOUS CUSTOMERS

Aura's low-VOC formulation meets stringent environmental standards.



SHOWN ABOVE  
FACADE: *Spa AF-435, Aura, Satin*  
SHUTTERS: *Shore House Green 2047-50, Aura, Semi Gloss*



Manufactured with our own proprietary resins, Gennex® waterborne colorants are what set us apart from the competition. Typical colorants weaken paint and reduce the film's washability, causing the color to rub off and fade. But zero-VOC Gennex colorants actually fortify the paint to deliver a more durable finish and ensure the Benjamin Moore® color you love lasts for years. It's the "why" behind our renowned quality. For beautiful, lasting results, choose Benjamin Moore paints engineered with Gennex Color Technology.