INTERIOR PAINTS

Aura® Interior
- Color Lock® technology for richer colors that stay true over time. Extreme hide for fewer coats. Washable and durable finish. Self-priming on most substrates. Excellent touch up and fast drying.
- Available sheens: Matte, eggshell, satin, and semi-gloss.
- Dry time: 1 hour
- Recoil: 1 hour
- Sq. Ft.: 350 - 400

Aura® Bath & Spa
- Specifically formulated for high moisture areas in a matte finish. Color Lock® technology for richer colors that stay true over time. Extreme hide for fewer coats. Self-priming on most substrates. Excellent touch up and washability.
- Available sheens: Matte finish only.
- Dry time: 1 hour
- Recoil: 1 hour
- Sq. Ft.: 375 - 450

Natura®
- Our greenest paint as to VOCs and emissions. Low odor and quick drying for same day return to service. Self-priming on most substrates. Washable and durable.
- Available sheens: Flat, eggshell, and semi-gloss.
- Dry time: 30 minutes
- Recoil: 1 - 2 hours
- Sq. Ft.: 375 - 425

Regal® Select Interior
- Trusted go-to product for contractors. Excellent hide and coverage for a uniform and elegant finish. Stain resistant formula that is easy to clean. Self-priming on most substrates.
- Available sheens: Flat, matte, eggshell, pearl, and semi-gloss.
- Dry time: 1 hour
- Recoil: 1 - 2 hours; 3 hours semi-gloss
- Sq. Ft.: 400 - 450

ben® Interior
- User-friendly acrylic paint offering a durable and washable finish. Easy application and great touch up. Self-priming on most substrates.
- Available sheens: Flat, eggshell, and semi-gloss.
- Dry time: 1 hour flat; 2 hours eggshell & semi-Gloss
- Recoil: 1 - 2 hours flat; 4 hours eggshell & semi-Gloss
- Sq. Ft.: 400 - 450

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 largest selection of designer colors for your customers.
### INTERIOR PAINTS

**Waterborne Ceiling Paint**
Ultra flat finish that hides most ceiling imperfections. Available for tinting in thousands of colors. Great open time that ensures minimal lap marks. Easy application that resists spattering.

**Available sheens:** Ultra Flat sheen only.

- **Dry time:** 1 hour
- **Recoat:** 1 - 2 hours
- **Sq. Ft.:** 400 - 450

**ADVANCE®**
A waterborne alkyd topcoat that offers the durability of traditional oil but with soap and water cleanup. Easy application, excellent adhesion, sandable, minimal odor. Ideal for interior doors, trim and cabinets.

**Available sheens:** Satin, semi-gloss, high gloss, packaged black.

- **Dry Time:** 4 - 6 hours
- **Recoat:** 16 hours
- **Sq. Ft.:** 425 - 475

**Waterborne Satin Impervo®**
100% acrylic coating that delivers flow and leveling properties. Provides a tough, high hiding satin finish. Excellent durability, washability and easy application.

**Available sheens:** Satin only.

- **Dry time:** 2 hours
- **Recoat:** 8 hours
- **Sq. Ft.:** 400 - 450

**Satin Impervo®**
Low lustre, alkyd paint with great leveling and hiding qualities. Easy application with brush, roller or spray.

- **Dry time:** 4 hours
- **Recoat:** Overnight
- **Sq. Ft.:** 475 - 525

**Kitchen and Bath**
100% acrylic satin finish. Ideal for use over clean, glossy surfaces and resists mildew growth even in humid conditions. Easy application, durable, and self-priming on most substrates.

**Available sheens:** Satin only.

- **Dry time:** 1 - 2 hours
- **Recoat:** 4 hours
- **Sq. Ft.:** 400 - 450

**Muresco® Ceiling Paint**
Vinyl acrylic formulated for ceilings that will provide a beautiful, uniform flat finish. Excellent hiding properties. Available in White and Ceiling White.

**Available sheens:** Flat only.

- **Dry time:** 1 hour
- **Recoat:** 2 hours
- **Sq. Ft.:** 400 - 450

### EXTERIOR PAINTS

**Aura® Exterior**

**Available sheens:** Flat, low lustre, satin, and semi-gloss.

- **Dry time:** 1 hour
- **Recoat:** 4 hours
- **Sq. Ft.:** 250 - 350; semi-gloss 350 - 450

**Regal® Select Exterior**
Superior adhesion properties even to hard-to-coat surfaces. Delivers classic application properties and excellent durability. Longer open time when application conditions require it. Low temperature application.

**Available sheens:** MoorLife® flat, MoorGard® low lustre, and MoorGlo® soft gloss.

- **Dry time:** 2 - 4 hours
- **Recoat:** 4 hours
- **Sq. Ft.:** 300 - 400 flat & low lustre; 450 - 500 soft gloss

**Regal® Select Exterior High Build**
Thick, high-build formula for optimum hide and fewer coats. Excellent durability. Dries quickly for fast recoat and you can finish the job in less time.

**Available sheens:** Flat, low lustre, and soft gloss.

- **Dry time:** 1 hour
- **Recoat:** 4 hours
- **Sq. Ft.:** 250 - 350 flat & low lustre; 275 - 375 soft gloss

**Regal® REVIVE® for Vinyl Siding**
Specifically formulated for vinyl siding and PVC trim. Superior adhesion, excellent flow and leveling properties. Available in hundreds of colors.

**Available sheens:** Low lustre only.

- **Dry time:** 2 - 4 hours
- **Recoat:** 4 hours
- **Sq. Ft.:** 350 - 450

**ben® Exterior**
100% acrylic latex exterior paint that delivers dependable performance for the value conscious consumer looking for great results. Good color and gloss retention.

**Available sheens:** Flat, low lustre, and soft gloss.

- **Dry time:** 1 hour
- **Recoat:** 4 hours
- **Sq. Ft.:** 350 - 450
### Interior Primers

**Fresh Start® Natura® Zero VOC Primer**
100% acrylic latex primer. Meets or exceeds the most stringent environmental standards in the industry.

- **Dry time**: 30 minutes
- **Recoat**: 1 - 2 hours
- **Sq. ft.**: 375 - 425

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**Fresh Start® Enamel Underbody Primer**
Enamel undercoat primer - oil based primer for wood, trim, doors, cabinets. Easily sanded and provides a smooth topcoat finish.

- **Dry time**: 4 hours
- **Recoat**: Overnight
- **Sq. ft.**: 500 - 600

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**ADVANCE® Waterborne Interior Alkyd**
Advanced premium quality waterborne alkyd primer provides a sealed and sandable finish for advanced topcoat to be applied.

- **Dry time**: 4 - 6 hours
- **Recoat**: 8 hours
- **Sq. ft.**: 400 - 500

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### Exterior Primers

**Fresh Start® Exterior Wood Primer**
A premium quality exterior alkyd pigmented primer for exterior priming of new or previously coated wood, under light color stains and where cedar and redwood may be a problem.

- **Dry time**: 2 - 3 hours
- **Recoat**: 4 hours
- **Sq. ft.**: 425 - 475

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**Fresh Start® MoorWhite® Exterior Wood Primer**
Premium alkyd base wood primer. Penetrates deeply into wood to allow slow drying formula for maximum adhesion.

- **Dry time**: 6 - 8 hours
- **Recoat**: Overnight
- **Sq. ft.**: 250 - 400

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### Interior/Exterior Primers

**Fresh Start® Multi-Purpose Latex**
Premium quality latex primer for most jobs. Excellent adhesion and sealing, mildew resistant.

- **Dry time**: 1 hour
- **Recoat**: 3 hours
- **Sq. ft.**: 400 - 450

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**Fresh Start® High Hiding All-Purpose Primer**
Delivers maximum hide and ensures uniform finish. Acrylic latex primer best for significant color change. Provides excellent adhesion and more forgiving over difficult substrates.

- **Dry time**: 1 hour
- **Recoat**: 2 hours
- **Sq. ft.**: 400 - 450

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**Sure Seal® Latex Primer Sealer**
High quality 100% acrylic primer for wide range of projects. Strong adhesion for all surfaces and excellent stain blocking features.

- **Dry time**: 30 minutes
- **Recoat**: 1 hour
- **Sq. ft.**: 400 - 450

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**Fresh Start® Multi-Purpose Oil-Based Primer**
Premium oil based primer. Quality undercoater, sealer and stain blocking primer. It can be used over oil and latex paint.

- **Dry time**: 6 - 8 hours
- **Recoat**: 8 hours
- **Sq. ft.**: 450 - 550

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**ADVANCE® Waterborne Interior Alkyd**
Advanced premium quality waterborne alkyd primer provides a sealed and sandable finish for advanced topcoat to be applied.

- **Dry time**: 4 - 6 hours
- **Recoat**: 8 hours
- **Sq. ft.**: 400 - 500