



### Features

- Extreme hide, covers most surfaces in one coat (even deep colors)
- Never more than two coats
- Provides a mildew resistant coating
- **ColorLock™ Technology**, no color rub-off
- Stains wash off easily
- Excellent touch up
- Self priming
- Easy application
- Long lasting fresh look appearance
- Easy clean up

### General Description

AURA™ Matte Finish is part of an innovative paint and colorant system integrating the best technologies to deliver superior durability for any color along with the promise of long lasting beauty. In addition to using 100% acrylic latex, proprietary resins have been incorporated to give the product its extraordinary performance properties.

### Recommended For:

Residential or commercial applications where a flat finish with the highest performance characteristics are desired.

New or previously painted wallboard, plaster, masonry and wood; primed or previously painted metal; new or coated acoustic ceilings. It is ideal for surfaces where maximum durability is required and lasting color is desired. Allow paint to dry two weeks before washing.

### Limitations:

- Do not apply when air and surface temperatures are below 50° F (10° C).
- Only GENNEX™ Waterborne Colorants can be added to AURA™ Paint.

### Product Information

#### Colors: —Standard:

No ready mixed colors are available.

#### —Tint Bases:

BENJAMIN MOORE® AURA™ Bases 1X, 2X, 3X, & 4X. Tint Bases only with GENNEX™ Waterborne Colorant.

#### —Special Colors:

Contact your Benjamin Moore & Co. representative.

#### Certification:

Formulated without lead, mercury or chromates. Very low in VOCs.

#### Federal Specifications Generic Equivalent:

TT-P-29-J.

#### Technical Assistance

Available through your local authorized independent BENJAMIN MOORE® retailer. For the location of the retailer nearest you, call 1-800-826-2623, see [www.benjaminmoore.com](http://www.benjaminmoore.com), or consult your local Yellow Pages.

#### Technical Data

#### Pastel Base 1X

Vehicle Type	Acrylic and Proprietary Resins
Pigment Type <sup>◊</sup>	Titanium Dioxide
Volume Solids <sup>◊</sup>	43.6%
Theoretical Gallon Coverage At Recommended Film Thickness	400 – 450 Sq. Ft.
Recommended Film Thickness – Wet	3.8 mils
– Dry	1.7 mils
Dry Time @ 77° F — Set To Touch	1 Hour
(25° C) @ 50% RH — To Handle	1 Hour
— To Recoat	1 Hour
Dries By	Evaporation, Coalescence
Viscosity <sup>◊</sup>	106 ± 2 KU
Flash Point (Seta)	None
60° Specular Gloss	Flat
Surface Temperature at application – Min.	50° F
– Max.	90° F
Thin With	Do Not Thin
Clean Up Thinner	Clean Water
Weight Per Gallon <sup>◊</sup>	12.3 lbs.
Storage Temperature – Min.	40° F
– Max.	90° F

Volatile Organic Compounds (VOC)  
Unthinned, this product is formulated  
not to exceed 100 Grams/Liter. \*\*

\*\* Contact Benjamin Moore & Co. for actual levels, which may or may not be substantially less than stated.  
<sup>◊</sup> Values given are for color shown; other colors may vary.

## Surface Preparation

Surfaces to be painted must be clean, dry, and free of dirt, dust, grease, oil, soap, wax, scaling paint, water soluble materials, and mildew. Water dispersed detergents (trisodium phosphate) and abrasive cleaners are more suitable than solvent base preparations for surface cleaning. Rinse well to remove residues. Remove any peeling or scaling paint and sand these areas to feather edges smooth with adjacent surfaces. Glossy areas should be dulled. New plaster and masonry must be cured before painting. Spot prime with AURA™ Matte Finish Paint after filling nailholes, cracks, and other surface imperfections.

**Unpainted Surfaces & Masonry:** New plaster or masonry surfaces must be allowed to cure (30 – 60 days) before applying paint. All surfaces must be thoroughly brushed with stiff fiber bristles to remove loose particles.

**Difficult Substrates:** Benjamin Moore & Co. offers a number of specialty primers for use over difficult substrates such as bleeding woods, grease, crayon markings, hard glossy surfaces, galvanized metal, or other substrates where paint adhesion or stain suppression is a particular problem. Your BENJAMIN MOORE® retailer can recommend the right problem-solving primer for your special needs.

**WARNING!** If you scrape, sand or remove old paint, you may release lead dust. **LEAD IS TOXIC. EXPOSURE TO LEAD DUST CAN CAUSE SERIOUS ILLNESS, SUCH AS BRAIN DAMAGE, ESPECIALLY IN CHILDREN. PREGNANT WOMEN SHOULD ALSO AVOID EXPOSURE.** Wear a NIOSH-approved respirator to control lead exposure. Carefully clean up with a HEPA vacuum and a wet mop. Before you start, find out how to protect yourself and your family by contacting the National Lead Information Hotline at 1-800-424-LEAD or log on to [www.epa.gov/lead](http://www.epa.gov/lead).

## Primer/Finish Systems

AURA™ Matte paint is self priming on most surfaces.

**Special Note:** For certain deep colors, AURA™ Color Foundation must be used to achieve maximum hide and the desired topcoat color. Consult your retailer.

### Wood, New:

**Primer/Finish:** 1 or 2 coats AURA™ Matte paint.

### Wood, Repaint:

**Primer:** Spot prime painted wood as needed with AURA™ Matte paint.

**Finish:** 1 or 2 coats AURA™ Matte paint.

### Plaster/Wallboard, New:

**Primer/Finish:** 1 or 2 coats AURA™ Matte paint.

### Plaster/Wallboard, Repaint:

**Primer:** Spot prime as needed with AURA™ Matte paint.

**Finish:** 1 or 2 coats AURA™ Matte paint.

### Masonry, New:

#### Rough or Pitted Masonry:

**Primer:** MOORCRAFT SUPER CRAFT® Latex Block Filler (285).

**Finish:** 1 or 2 coats AURA™ Matte paint.

#### Smooth Poured or Precast Concrete:

**Primer/Finish:** 1 or 2 coats AURA™ Matte paint.

### Masonry, Repaint:

**Primer:** Spot prime painted masonry as needed with AURA™ Matte paint.

**Finish:** 1 or 2 coats AURA™ Matte paint.

### Unpainted Metal (Ferrous):

**Primer:** IRONCLAD® Latex Low Lustre Metal & Wood Enamel (363) or IRONCLAD® Alkyd Low Lustre Metal & Wood Enamel (C163).

**Finish:** 1 or 2 coats AURA™ Matte paint.

## Application

**Mixing of Paint:** Stir thoroughly before and during use.

Apply one or two coats. For best results, apply with a BENJAMIN MOORE® custom-blended nylon/polyester brush 2 1/2 in. or wider, BENJAMIN MOORE® shed-resistant roller 3/8 in. nap, or a similar product. This product can also be sprayed.

**Spray, Conventional:** Do not thin.

**Spray, Airless:** Fluid Pressure — 1,500 or 2,000 PSI;  
Tip — .018 Orifice: Filter — 50 mesh.

## Thinning/Cleanup

Do not thin. Never add other paints or solvents. Wash painting tools in warm soapy water immediately after use. Spray equipment should be given a final rinse with mineral spirits to prevent rusting.

USE COMPLETELY OR DISPOSE OF PROPERLY. Dry, empty containers may be recycled in a can recycling program. **Local disposal requirements vary; consult your sanitation department or state-designated environmental agency on disposal options.**

## Environmental, Health & Safety Information

**Contains: Crystalline Silica** that can cause cancer when in the respirable form (spray mist or sanding dust).

**Use only with adequate ventilation.** Do not breathe spray mist or sanding dust. Avoid contact with eyes and prolonged or repeated contact with skin. Wear eye protection and gloves during application or sanding. A dust/particulate respirator approved by NIOSH should be worn when sanding or spraying. Close container after each use. Wash thoroughly after handling.

**FIRST AID:** In case of eye contact, flush with water for 15 minutes; for skin, wash with soap and water. If you experience difficulty in breathing, leave area to obtain fresh air. If continued difficulty is experienced, get medical assistance immediately.

**IN CASE OF SPILL** – Absorb with inert material and dispose of as specified under **Thinning/Cleanup**.

**KEEP OUT OF REACH OF CHILDREN  
PROTECT FROM FREEZING**

**Refer to Material Safety Data Sheet for additional  
health and safety information.**