

General Description

A super premium quality, 100% acrylic exterior low lustre finish. Aura® Exterior combines the advantages of our proprietary Color Lock® Technology, Gennex® Color Technology, and latest resin technology to provide the ultimate exterior coating. Suitable for a variety of exterior substrates to provide a durable long-lasting finish with rich colors that resist fading and stand up to rain, snow, wind, and UV damage.

- Excellent fade resistance and gloss retention
- Proprietary Color Lock® Technology for unparalleled color depth
- Breathable coating less prone to blistering, providing long-term durability
- Low temperature application down to 35 °F
- Limited Lifetime Warranty
- Engineered with Gennex® Color Technology
- Dirt pick-up resistant

Usage

Exterior surfaces such as wood, fiber cement board, hard board, vinyl and aluminum siding, shakes, unglazed brick, concrete, stucco, cinder block and primed metal.

Colors	White (01)
Bases	Gennex® Bases 1X – 4X
Colorant System	Gennex®

Technical Data

Vehicle	Proprietary 100% Acrylic		
Pigment	Titanium Dioxide		
Volume Solids	45.5 ± 2%		
Spread Rate Per Gallon	250 – 350 Sq. Ft.		
Recommended	Wet:	4.6 – 6.4 mils	
Film Thickness	Dry:	2.1 – 2.9 mils	
High Build System Coverage:			
160 – 265 Sq. Ft. / 6 – 10 mils wet film thickness.			
Depending on surface texture and porosity. Be sure to estimate the right amount of paint for the job. This will ensure color uniformity and minimize the disposal of excess paint.			
Dry Time @ 77 °F	To Touch:	1 hour	
(25 °C) @ 50% RH	To Recoat:	4 hours	
Painted surfaces can be washed after two weeks. High humidity and cool temperatures will result in longer dry, recoat and service times.			
Surface Temperature	Min:	35 °F	
During Application	Max:	100 °F	
Viscosity		100 ± 4 KU	
Flash Point		None	
Sheen / Gloss		9 – 15 @ 60°	
Clean Up		Water	
Thinner		refer to page 2	
Weight Per Gallon		12.5 lbs.	
Storage Temperature	Min:	40 °F	
	Max:	90 °F	
VOC		< 50 g/L	

Primer Systems

Aura® Waterborne Exterior is self-priming on most properly prepared substrates, including wood, fiber cement board, hardboard, nonferrous metals and cured masonry surfaces. On bare substrates two coats are required; previously painted surfaces can be finished with 1 or 2 coats.

Special Note: Certain custom colors require a Deep Color Base Primer tinted to a special prescription formula to achieve the desired color. Consult your retailer.

Wood, and engineered wood products:

Self-priming

Bleeding Woods (Redwood, Cedar, etc.):

Fresh Start® Exterior Deck & Siding Primer (094) or Fresh Start® High-Hiding All Purpose Primer (046)

Hardboard Siding, Bare or Factory Primed:

Self-priming

Vinyl Siding & Vinyl Composite:

In most cases, a primer is not necessary. Only areas of pitted and porous vinyl siding must be primed. In these cases, we recommend Fresh Start® High-Hiding All Purpose Primer (046)

Colors that are safe for use on vinyl siding - Do not paint vinyl with any color darker than the original color or having a Light Reflective Value (LRV) of less than 55 unless it is in the Benjamin Moore approved Colors for Vinyl palette and comports with the specific vinyl manufacturer guidelines when making the color selection and painting. Otherwise, the color will absorb more heat, possibly causing the siding to warp, resulting in additional repairs and expenses.

Rough or Pitted Masonry:

Ultra Spec® Masonry Interior/Exterior Hi-Build Block Filler (571)

Poured or Pre-cast Concrete/Fiber Cement Siding:

Ultra Spec® Masonry Interior / Exterior 100% Acrylic Masonry Sealer (608) or Masonry High Build Primer (N609)

Ferrous Metal (Steel and Iron):

High Performance Acrylic Metal Primer (HP1100) or High Performance Alkyd Metal Primer (HP1320)

Non-Ferrous Metal (Galvanized & Aluminum):

All new metal surfaces must be thoroughly cleaned with Oil & Grease Emulsifier (HP6000) to remove contaminants. New shiny non-ferrous metal surfaces that will be subject to abrasion should be dulled with very fine sandpaper or a synthetic steel wool pad to promote adhesion. High Performance Acrylic Metal Primer (HP1100)

Limitations

- Do not apply when air or surface temperatures are below 35 °F (1.7 °C).
- For Wind-Driven Rain over smooth and stable masonry only (non-elastomeric use). Follow primer instructions.

Compliance & Certifications

OTC	✓
OTC II	✓
CARB	✓
CARB07	✓
CARB19	✓
UTAH	✓
AZMC	✓
SCAQMD	✓

ASTM D6904 Pass: (< 0.2)

Wind Driven Rain

1 coat Masonry Sealer 608 or Masonry Primer N609; 1-2 coats N634

ASTM D1308

Alkali Resistance

Pass
1 coat Masonry Sealer 608 or Masonry Primer N609; 1-2 coats N634

ASTM D1653

Water Vapor Permeance

31 perms

ASTM D3273/D3274

Mildew Resistance Test

Pass: No Growth

ASTM D522/522M

Flexibility

Pass: No Cracking

ASTM D2370 Elongation &

Tensile Strength

151 %
422 PSI

MPI

315

LIMITED LIFETIME WARRANTY: Benjamin Moore & Co. warrants that this product when used in accordance with the label instructions, will not: 1. blister from properly prepared and primed surfaces, 2. peel from properly prepared and primed surfaces, and 3. wear down or weather to expose the previously painted surface. This warranty shall be effective for so long as you reside in your home and is made to the original residential consumer paint purchaser. This warranty is non-transferable. If this product fails to perform as explained above when used according to label instructions within the warranty period, Benjamin Moore & Co. will, upon presentation of proof of purchase (original sales receipt), provide an equivalent or comparable product at no charge. Since we have no control over surface preparation or application, THIS LIMITED LIFETIME WARRANTY DOES NOT INCLUDE THE COST OF LABOR FOR APPLICATION OF PAINT. BENJAMIN MOORE SHALL IN NO EVENT BE LIABLE FOR INDIRECT, SPECIAL, INCIDENTAL OR CONSEQUENTIAL DAMAGES. SOME STATES DO NOT ALLOW THE EXCLUSION OF INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE LIMITATIONS OR EXCLUSIONS CONTAINED IN THE ABOVE WARRANTY MAY NOT APPLY TO YOU. This warranty gives you specific legal rights; you may also have other rights which vary state to state.

Technical Assistance

Available through your local authorized independent Benjamin Moore retailer.

call 1-866-708-9180

visit www.benjaminmoore.com

Surface Preparation

Surfaces must be clean, dry and free of oil, grease, wax, rust, mildew, chalk and loose or scaling paint. Cement based water proofing paints should be removed. Glossy surfaces must be dulled. Un-weathered areas such as eaves, porch ceilings, overhangs and protected wall areas should be washed with an appropriate cleaner and rinsed with a strong stream of water from a garden hose or power washer to remove contaminants that can interfere with proper adhesion.

All new masonry surfaces must be power washed or brushed thoroughly with stiff fiber bristles to remove loose particles. New masonry substrates must be allowed to cure for 30 days before priming or painting. Poured or pre-cast concrete with a very smooth surface should be etched or abraded to promote adhesion, after removing all form release agents and curing compounds.

Difficult Substrates: Benjamin Moore offers a number of specialty primers for use over difficult substrates such as bleeding woods, grease stains, crayon markings, hard glossy surfaces, 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. Clean up carefully 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 Informational Hotline at 1-800-424-LEAD or log on to www.epa.gov/lead.

Application

Stir thoroughly before and during use. Apply one or two coats. For best results, use a premium Benjamin Moore® custom-blended nylon/polyester brush, premium Benjamin Moore® roller, or a similar product. Apply paint generously from unpainted area into wet area.

Brush: Nylon / polyester

Roller: Premium Quality

Spray, Airless:

Pressure / 2,000 – 3,000 PSI

Tip / 0.015 – 0.017

Under normal application conditions AURA® may be sprayed to achieve a high build one coat system over properly prepared substrates that are in good condition. Refer to Surface Preparation / Priming Sections for appropriate priming and preparation information.

High Build System Coverage:

160 – 265 Sq. Ft. 6 – 10 mils wet film thickness.

Thinning/Cleaning

Conditioning with Benjamin Moore® 518 Extender may be necessary under certain conditions to adjust open time or spray characteristics.

Add 518 Extender or water - Max of 8 fl. oz. to a gallon paint

Never add other paints or solvents.

Clean Up: Wash brushes, rollers, and other 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

Use only with adequate ventilation. Do not breathe spray mist or sanding dust. Ensure fresh air entry during application and drying. Avoid contact with eyes and prolonged or repeated contact with skin. Avoid exposure to dust and spray mist by wearing a NIOSH approved respirator during application, sanding and clean up. Follow respirator manufacturer's directions for respirator use. Close container after each use. Wash thoroughly after handling.



WARNING Cancer and Reproductive Harm— www.P65Warnings.ca.gov
Refer to the product label & Safety Data Sheet for product specific information.

FIRST AID: In case of eye contact, flush immediately with plenty of water for at least 15 minutes; for skin, wash thoroughly with soap and water. If symptoms persist, seek medical attention. If you experience difficulty breathing, leave the area to obtain fresh air. If continued difficulty is experienced, get medical attention immediately.

IN CASE OF SPILL – Absorb with inert material and dispose of as specified under “Clean up”.

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

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