



# AURA®

## WATERBORNE INTERIOR PAINT

### SEMI-GLOSS FINISH 528

#### Features

- Extreme hide for fewer coats
- Color Lock® Technology, no color rub-off
- Provides a mildew resistant coating
- Zero VOC, low odor
- Easy application
- Self priming
- Stains wash off easily
- Excellent touch up
- Easy clean up

#### Recommended For

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.

#### General Description

Aura® Semi-Gloss 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.

#### 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

<b>Colors: — Standard:</b> White (01)
<b>— Tint Bases:</b> 1X, 2X, 3X, & 4X Tint Bases only with Gennex® Waterborne Colorant.
<b>— Special Colors:</b> Contact your Benjamin Moore representative.

**Certification:**  
**VOC compliant in all regulated areas**  
 Zero VOC according to EPA Method 24  
 Master Painters Institute MPI 54, 54 X-Green, High Performance 141, 141 X-Green; 147, 147 X-Green  
 Class A (0-25) over non-combustible surfaces in accordance with ASTM E-84  
**Anti-microbial** - This product contains agents which inhibit the growth of microbes on the surface of this paint film. This product contains antimicrobial additives that inhibit the growth of mold and mildew on the surface of the paint film.



The Green Promise® designation means that this product has been tested by independent third parties and meets or exceeds each standard shown in the first row of the following chart.

LEED®	CHPS (Collaborative for High Performance Schools)	MPI Green Performance™	VOC (in any color)
YES	YES	YES	0 g/L

Products that have the Green Promise® designation also meet or exceed the published chemical restriction and performance criteria included in the standards shown below, based on independent, third-party testing, but have not been certified under any of these standards.

Green Seal™ GS-11 2010
YES

#### 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
Vehicle Type	Acrylic & Proprietary Resins
Pigment Type	Titanium Dioxide
Volume Solids	40.1%
Coverage per Gallon at Recommended Film Thickness	400 – 450 Sq. Ft.
Recommended Film Thickness	– Wet 3.8 mils – Dry 1.5 mils
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 (25° C) @ 50% RH	– Dry to Touch 1 Hour – To Recoat 1 Hours
Painted surfaces can be washed after two weeks. High humidity and cool temperatures will result in longer dry, recoat and service times.	
Dries By	Evaporation, Coalescence
Viscosity	101 ± 2 KU
Flash Point	None
Gloss / Sheen	Semi-Gloss (50-60 @ 60°)
Surface Temperature at Application	– Min. 50° F – Max. 90° F
Thin With	See Chart
Clean Up Thinner	Clean Water
Weight Per Gallon	10.8 lbs
Storage Temperature	– Min. 40° F – Max. 90° F
<b>Volatile Organic Compounds (VOC)</b>	
0g/L	
Zero VOC post tint (any base and any color)	

◇Reported values are for Pastel Base. Contact Benjamin Moore for values of other bases or colors.

**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. Remove any peeling or scaling paint, and sand these areas to feather edges smooth with adjacent surfaces. Glossy areas should be dulled. Drywall surfaces must be free of sanding dust. Spot prime with Aura® Semi-gloss Finish Paint before and after filling nail holes, cracks, and other surface imperfections.

New plaster or masonry surfaces must be allowed to cure (30 days) before applying base coat. Cured plaster should be hard, have a slight sheen and maximum pH of 10; soft, porous or powdery plaster indicates improper cure. Never sand a plaster surface; knife off any protrusions and prime plaster before and after applying patching compound. 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. Remove any powder or loose particles.

**Difficult Substrates:** Benjamin Moore offers a variety of specialty primers for use over difficult substrates such as plaster, bleeding woods, grease stains, 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. Clean up carefully with a HEPA vacuum and a wet mop. 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® Semi-gloss Finish is self priming on most surfaces. Aura® will act as its own primer, providing the optimal foundation for the subsequent finish coat. On bare substrates two coats are required; previously painted surfaces can be finished with 1 or 2 coats. **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 and Engineered Wood Products:**

**Primer:** For non-bleeding woods, use Fresh Start® Multi-Purpose Latex Primer (N023) or Fresh Start® High-Hiding All Purpose Primer (046). For bleeding woods such as cedar and redwood, use Fresh Start® Multi-Purpose Oil Based Primer (024)  
**Finish:** 1 or 2 coats Aura® Semi-gloss Finish (528)

**Plaster/Wallboard:**

**Primer/Finish:** 1 or 2 coats of Aura® Semi-gloss Finish (528)

**Rough or Pitted Masonry:**

**Primer:** Super Spec® Masonry Interior / Exterior Hi Build Block Filler (206).  
**Finish:** 1 or 2 coats of Aura® Semi-gloss Finish (528)

**Smooth Poured or Precast Concrete:**

**Primer/Finish:** 1 or 2 coats of Aura® Semi-gloss Finish (528)

**Ferrous Metal (Steel & Iron):**

**Primer:** Super Spec HP® Acrylic Metal Primer (P04) or Super Spec HP® Alkyd Metal Primer (P06).  
**Finish:** 1 or 2 coats of Aura® Semi-gloss Finish (528)

**Non-Ferrous Metal (Galvanized & Aluminum):**

All new metal surfaces must be thoroughly cleaned with Oil & Grease Emulsifier Corotech® V600 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.

**Primer:** Not required on properly prepared surfaces.  
**Finish:** 1 or 2 coats of Aura® Semi-gloss Finish (528)

**Repaint, All Substrates:** Prime bare areas with the primer / finish recommended for the substrate above.

**Application**

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

Use the same brushing techniques as you would for any low-VOC interior coating. Benjamin Moore recommends an extra firm nylon polyester brush for best results.

Aura® offers excellent flow and leveling. Do not over brush in the attempt to smooth out brush marks.

We recommend the Benjamin Moore® Aura® shed-resistant, 3/8" nap roller cover for best results. Aura® dries faster than other acrylic paints, so avoid lap marks by maintaining a wet edge. Roll out vertical sections in 3' to 4' widths.

If your edge begins to dry or you see that you missed a spot and the paint is already setting up, allow it to dry completely before touching up that area.

This product can also be sprayed; refer to the chart below for spray recommendations.

**Thinning/Clean Up**

Conditioning with Benjamin Moore® 518 Extender may be necessary under certain conditions to adjust open time or spray characteristics. The chart below is for general guidance		
	<b>Mild conditions</b> Humid (RH> 50%) with no direct sunlight & with little to no wind	<b>Severe conditions</b> Dry (RH<50%), in direct sunlight, or windy conditions
<b>Brush:</b> Nylon / Polyester	No thinning necessary	Add 518 Extender or water:  Max of 8 fl. oz. to a gallon of paint  <b>Never add other paints or solvents.</b>
<b>Roller:</b> 3/8" Aura® Roller Cover		
<b>Spray:</b> Airless Pressure: 1500 -2500 psi Tip: 0.011-0.015		
<b>.012 -.014 Fine Finish tips produce excellent spray results in the 500-1000 psi range.</b>		

**Clean up:** Wash painting tools in warm soapy water immediately after use. Spray equipment should be given a final rinse with mineral spirits to prevent rusting or follow state/local guidelines on solvent use.

**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. May cause allergic skin reaction. 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:** This product contains a chemical known to the state of California to cause cancer and birth defects, or other reproductive harm.

**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 **Thinning/Clean up**.

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

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