



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

Colors — Standard:

White (01)

— Tint Bases:

Benjamin Moore® Gennex® Bases 1X, 2X, 3X, & 4X

— Special Colors:

Contact your Benjamin Moore representative.

Certifications & Qualifications:

VOC compliant in all regulated areas

Zero VOC according to EPA Method 24

Class A (0-25) over non-combustible surfaces when tested in accordance with ASTM E-84

Master Painters Institute MPI # 54, 54 X-Green™, High Performance 141, 141 X-Green™, 147, 147 X-Green™

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.



Benjamin Moore's Green Promise® designation is our company's assurance that this product meets – and often exceeds – rigorous environmental and performance criteria regarding VOCs, emissions, application, washability, scrubability and packaging, while also delivering the premium levels of performance you expect from Benjamin Moore.

Qualifies for LEED® v4 Credit	CDPH v1 Emission Certified	Qualifies for CHPS low emitting credit (Collaborative for High Performance Schools)	VOC (in any color)
YES	YES	YES	0 g/L

This Benjamin Moore product has been tested by independent third parties and meets or exceeds the published chemical restriction and performance criteria of the Green Seal™ GS-11 2010 standard

Technical Assistance:

Available through your local authorized independent Benjamin Moore retailer. For the location of the retailer nearest you, call 866-708-9180, see www.benjaminmoore.com or consult your local Yellow Pages.

Technical Data

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 Hour
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

Volatile Organic Compounds (VOC)

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

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: Fresh Start® Multi-Purpose Latex Primer (023) or Fresh Start® High-Hiding All Purpose Primer (046)

Finish: 1 or 2 coats Aura® Semi-gloss Finish (528)

Bleeding woods such as cedar and redwood:

Primer: Fresh Start® High-Hiding All Purpose Primer (046) or Fresh Start® Multi-Purpose Oil Based Primer (024)

Plaster/Wallboard:

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

Rough or Pitted Masonry:

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

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: Ultra Spec® HP Acrylic Metal Primer (HP04) 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		
	Mild conditions	Severe conditions
	Humid (RH> 50%) with no direct sunlight & with little to no wind	Dry (RH<50%), in direct sunlight, or windy conditions
Brush: Nylon / Polyester	No thinning necessary	Add 518 Extender or water: Max of 8 fl. oz. to a gallon of paint Never add other paints or solvents.
Roller: 3/8" Aura® Roller Cover		
Spray: Airless Pressure: 1000 - 2000 psi Tip: 0.013-0.017		

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**