



Benjamin Moore®

AT-A-GLANCE PRODUCT GUIDE

Benjamin Moore®
Premium Products

CONTRACTORS COUNT ON BENJAMIN MOORE®

That's why we've created this top-line guide to our most in-demand products. Use it to quickly find which paint or primer makes the most sense for your job.

Don't see something? Just ask. We're here to help.

Questions? Ask your Benjamin Moore representative. To find your rep, call 1-866-708-9180 or email info@benjaminmoore.com.

Explore more products at benjaminmoore.com.

THE BENJAMIN MOORE ADVANTAGE

- 7,500+ independent retailers and 200+ field and 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



Aura® Interior

The premium paint for when only exceptional results will suffice, delivering breathtakingly rich, deep colors with remarkable coverage. Proprietary Color Lock® technology locks color into the film, resisting color rub-off and impact to sheen.

Available sheens Matte, Eggshell, Satin, Semi-Gloss



Regal® Select Interior

Trusted by professional painters for over 60 years. Proprietary stain-release technology allows for easy removal of stains, while added scuff resistance stands up to daily wear and tear. Unbeatable flow and leveling for a beautiful, smooth finish. Our widest range of available sheens.

Available sheens Flat, Matte, Eggshell, Satin/Pearl, Semi-Gloss



Ben® Interior

Formulated for an easy painting experience, no matter the surface or experience level. Great for touch-ups and fixing areas before drying. Zero-VOC and low-odor formula also provides scuff resistance for an easy-to-maintain finish.

Available sheens Matte, Eggshell, Satin/Pearl, Semi-Gloss



INTERIOR PAINTS



Aura® Bath & Spa

A premium bathroom paint providing breathtakingly rich color in high humidity. Proprietary Color Lock® technology locks color into the film. This matte finish offers exceptional hide and is easy to clean.

Available sheen Matte



Kitchen & Bath

A premium acrylic paint formulated to stand up to heat, moisture, and grime. This satin-finish enamel provides a mold- and mildew-resistant coating even under humid conditions.

Available sheen Satin



Muresco® Ceiling Paint

A trusted staple for classic white ceilings in a flat finish that diffuses light and obscures minor imperfections. The acrylic formula is easy to apply and leaves a uniform finish.

Available sheen Flat



INTERIOR PAINTS



Waterborne Ceiling Paint

The flattest finish offered by Benjamin Moore hides common ceiling imperfections for a look that is virtually flawless. Ample open time ensures minimal lapping and spatter. Available in thousands of colors in our 4 base system, plus ceiling white.

Available sheen Ultra Flat

SPECIALTY PAINTS



Advance®

A premium-quality waterborne alkyd enamel that delivers the desired flow and leveling characteristics of conventional alkyd paint. Creates a durable factory finish for cabinets, doors, and trim. Exceptional application and feel with outstanding coverage and hide.

Available sheens Satin, Semi-Gloss, High Gloss



Floor & Patio

A premium-quality floor enamel formulated to provide a smooth, uniform finish for interior or exterior floor surfaces. Delivers excellent durability as well as color and gloss retention.

Available sheens Low Sheen, High Gloss



INTERIOR PRIMER



Fresh Start® Undercoater & Primer/Sealer

A premium sealer and undercoater, this alkyd primer flows and levels to a smooth finish, delivering excellent enamel holdout and stain suppression.

Not available in all areas. Please check with your locally owned Benjamin Moore store.

EXTERIOR PRIMER



Fresh Start® Deck & Siding Primer

Premium-quality exterior alkyd primer ideal for tannin-rich woods and weathered or chalky surfaces.

Not available in all areas. Please check with your locally owned Benjamin Moore store.

INTERIOR/EXTERIOR PRIMERS



Fresh Start® High-Hiding All-Purpose Primer

The go-to for significant color change, our highest-performing 100% acrylic resin primer delivers maximum hide and a uniform finish across most interior and exterior surfaces.

Available in all markets.



Fresh Start® All-Purpose Primer

A premium all-purpose alkyd primer, undercoater, and stain-blocking sealer for vertical and horizontal surfaces, this oil-based primer delivers superior tannin blocking, a mildew-resistant coating, four-hour recoat, and excellent hide.

Not available in all areas. Please check with your locally owned Benjamin Moore store.

EXTERIOR PAINTS/STAINS



Aura® Exterior

Aura Exterior, with our exclusive Color Lock® technology, provides the ultimate performance for rich, full color and outstanding durability.

Available sheens Flat, Low Lustre, Satin, Soft Gloss



Regal® Select Exterior

Tenacious adhesion properties for even hard-to-coat surfaces. Delivers classic application properties and excellent durability. Longer open time when application conditions require it.

Available sheens MoorLife® Flat, MoorGard® Low Lustre, MoorGlo® Soft Gloss



Regal® Select Exterior High Build

Thick, high-build formula for optimal hide and fewer coats. Durable finish resists fading, cracking, and peeling. Dries quickly for fast recoat so you can finish the job in less time.

Available sheens Flat, Low Lustre, Soft Gloss



Element Guard® Exterior

Element Guard Exterior paint performs in any weather and is specially formulated to tackle one of the most difficult painting environments: high moisture. Low-temperature application down to 35°F.

Available sheens Flat, Low Lustre, Soft Gloss



Woodlux® Exterior Stains

These premium-quality all-weather exterior stains protect and beautify siding, decks, porches, fences, and furniture. Available in oil-based and water-based formulas, as well as a wide variety of opacities and colors to set your project up for success.

Available sheens (Water-Based) Translucent, Semi-Transparent, Semi-Solid, Solid, Ultra Flat Solid; (Oil-Based) Translucent, Semi-Transparent, Semi-Solid



Scan QR code for
Technical Data Sheets.

