

Features

- Formulated to perform with AURA™ Paints in situations where a base coat is needed
- Extreme hide and hold out to provide a uniform non-porous surface
- Excellent flow and leveling
- Dries rapidly
- Performs equally well over all latex and oil finishes
- Spatter resistant
- Easy application
- Easy clean up

General Description

AURA™ Color Foundation is part of the GENNEX™ proprietary paint and colorant system. It is a 100% acrylic latex product intended to be used as a base coat under deep colors that specify AURA™ Color Foundation in order to achieve maximum hide and the desired finish coat color. It has been formulated using the same advanced technology as BENJAMIN MOORE® AURA™ paint. The use of Red or Yellow Color Foundation will depend on the finish coat color and must be tinted appropriately.

Recommended For:

AURA™ Color Foundation is recommended for new or previously painted wallboard, plaster, masonry, wood, wallpapered surfaces; primed or previously painted metal; new or coated acoustic ceilings. Ask your retailer about our special purpose primers for specific surfaces or if the surface to be painted is water stained, smoke damaged or very slick.

Limitations:

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

Product Information

Colors: —Standard:

No ready mixed colors are available.

—Tint Bases:

AURA™ Color Foundation 520 12 Yellow.
AURA™ Color Foundation 520 20 Red.

—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-650-C.

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, or consult your local Yellow Pages.

Technical Data

Yellow

Vehicle Type	Acrylic
Pigment Type [◊]	Titanium Dioxide
Volume Solids [◊]	45%
Theoretical Gallon Coverage At Recommended Film Thickness	400 – 450 Sq. Ft.
Recommended Film Thickness – Wet	3.8 mils
– Dry	1.4 mils
Dry Time @ 77° F — Set To Touch (25° C) @ 50% RH	1 Hour
— To Handle	1 Hour
— To Recoat	1 Hour
Dries By	Evaporation, Coalescence
Viscosity [◊]	100 ± 5 KU
Flash Point (Seta)	None
60° Specular Gloss	Eggshell
Surface Temperature at application – Min.	50° F
– Max.	90° F
Thin With	Do Not Thin
Clean Up Thinner	Clean Water
Weight Per Gallon [◊]	11.0 lbs.
Storage Temperature – Min.	40° F
– Max.	90° F
Volatile Organic Compounds (VOC) <i>Unthinned, this product is formulated not to exceed 100 Grams/Liter. **</i>	

** Contact Benjamin Moore & Co. for actual levels, which may or may not be substantially less than stated.

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. Dull glossy surfaces. Apply AURA™ Color Foundation 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 base coat. All surfaces must be thoroughly brushed with stiff fiber bristles to remove loose particles.

Repainted Surfaces: Remove any peeling or scaling paint, and sand areas to feather edges smooth with adjacent surfaces.

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.

Primer/Finish Systems

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

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, 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 prior to applying AURA™ Color Foundation.

Wood, New:

Primer: 1 coat of AURA™ Color Foundation. For bleeding woods such as cedar and redwood, first use BENJAMIN MOORE FRESH START® All-Purpose Primer (023 or 024)

Finish: 1 coat of AURA™ interior finish paint

Wood, Repaint:

Finish: 1 coat of AURA™ Color Foundation; 1 coat of AURA™ interior finish paint

Plaster/Drywall, New: All plaster surfaces must be thoroughly cured for at least 30 - 60 days. Drywall surfaces must be free of sanding dust.

Finish: 1 coat of AURA™ Color Foundation; 1 coat of AURA™ interior finish paint

Plaster/Drywall: Remove any peeling or scaling paint, and sand these areas to feather edges smooth with adjacent surfaces. Greasy walls and ceilings must be washed with a strong detergent solution.

Finish: 1 coat of AURA™ Color Foundation; 1 coat of AURA™ interior finish paint

Masonry, New: Poured concrete, precast concrete, and block construction must be allowed to cure 30 – 60 days. All surfaces must be thoroughly brushed with stiff fiber bristles to remove loose particles.

Rough or Pitted Masonry:

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

Finish: 1 coat of AURA™ Color Foundation; 1 coat of AURA™ interior finish paint

Smooth Poured or Precast Concrete:

Finish: 1 coat of AURA™ Color Foundation; 1 coat of AURA™ interior finish paint

Masonry, Repaint:

Finish: 1 coat of AURA™ Color Foundation; 1 coat of AURA™ interior finish paint

Unpainted Metal (Ferrous):

Primer: IRONCLAD® Latex Low Lustre Metal & Wood Enamel or IRONCLAD® Alkyd Low Lustre Metal & Wood Enamel

Finish: 1 coat of AURA™ Color Foundation; 1 coat of AURA™ interior finish paint

Application

Mixing of Paint: Stir thoroughly. 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

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.

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 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/Cleanup**.

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

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