

# Natura®

Interior Waterborne Paint

Recycling, buying organic, using energy-efficient products—these are just a few of the choices you make every day to help the environment. With Natura paint, you have an environmentally friendly option when it comes to painting the interior of your home, and you can count on the beauty and quality you expect from Benjamin Moore.

Unlike most environmentally friendly paints, there are no compromises with Natura. It covers easily and beautifully, and because there are zero VOCs in both the base and the colorants, you can choose from more than 3,000 gorgeous colors! Best of all, Natura is virtually odorless, so your family will breathe easier.

Your family  
will breathe easy  
with Natura®.





*The Green Promise designation is Benjamin Moore's assurance that its environmentally friendly coatings meet and exceed the strictest industry standards, while also delivering the premium levels of performance you expect from Benjamin Moore.*

*For more detailed information on Benjamin Moore products and our Green Promise, please visit [benjaminmoore.com](http://benjaminmoore.com).*



# Natura®

## Interior Waterborne Paint

### Premium performance

Natura interior waterborne paint provides a durable, washable, and fade-resistant finish that will look freshly painted year after year. It goes on smoothly and covers evenly for professional results with less effort, cleans up easily, dries to the touch in 30 minutes, and can be recoated in only one hour, so you can paint in the morning and have the full use of the room by evening.

### Zero VOCs in any color

Benjamin Moore has painstakingly evaluated more environmentally friendly raw materials for the formulation of this paint. Third-party testing shows that Natura interior waterborne paint emits lower total volatile compounds than other national zero-VOC products. And with zero VOCs in both the base and the colorants, Natura can be tinted to match any color.

### Virtually odorless

A specialized refining process removes odors from the resin system of the paint, so your family will never know you painted!

Natura® Interior Waterborne Paint is available in a primer, three beautiful sheens and can be tinted to match any color.



**Natura® Interior Acrylic Latex Primer 511**

- for priming and sealing porous interior surfaces
- hides stains and darker colors
- fast-drying for same-day topcoat application



**Natura® Interior Acrylic Latex Flat Finish 512**

- recommended for low-traffic areas and ceilings
- easy touch-ups
- fast-drying
- washable
- provides a mildew-resistant finish



**Natura® Interior Acrylic Latex Eggshell Finish 513**

- soft sheen for hallways, family rooms, and kids' rooms
- excellent hide, stain-resistant
- fast-drying
- washable
- provides a mildew-resistant finish



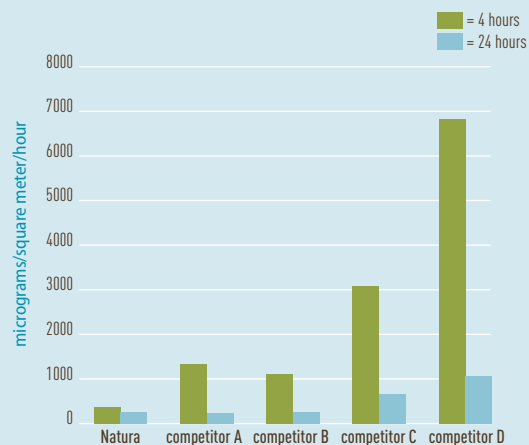
**Natura® Interior Acrylic Latex Semi-Gloss Finish 514**

- perfect for trim, cabinets, doors, paneling, and walls
- durable, smooth finish
- washable
- provides a mildew-resistant finish

**All zero-VOC paints are not the same.**

Although the EPA has issued regulations on VOCs to control outdoor air quality, Benjamin Moore has gone beyond just looking at VOCs, and has evaluated the total volatile compounds that may impact indoor air quality.

**Natura leads the way.**



**Total volatile emissions released at 4 and 24 hours**

Third-party laboratory testing reveals that Natura releases fewer total volatile compounds than other national zero-VOC paints, according to the toughest paint-emissions standards under California's Collaborative for High Performance Schools (CHPS).



Benjamin Moore

Natura™

Interior Waterborne Paint

Virtually No Odor Zero VOC

Breathe Easy

Premium Performance

flat

WHITE 512 01

# Benjamin Moore® quality— a superior paint experience with every product

When it comes to crafting premium quality coatings,  
Benjamin Moore sets the standard for excellence.  
Within every can of paint we produce is legendary Benjamin Moore precision,  
from manufacturing our own resins, to formulating our own paint,  
and tinting it with our own colorants. The level of quality we insist upon  
for all of our products is what distinguishes us from our competitors.  
Incomparable color, flawless coverage, and lasting durability—  
that's Benjamin Moore.

Visit your Benjamin Moore® retailer for advice on product and sheen selection.  
To find a Benjamin Moore retailer near you, call 1-800-6-PAINT-6.



Benjamin Moore & Co., Montvale, NJ 07645 [benjaminmoore.com](http://benjaminmoore.com) /M2343421 1/09

*All of the packaging and marketing materials for this product use a combination of recycled and post-consumer content.*

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Change your environment