



COLOR TREND 2015



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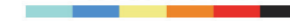
*Colors have their own personalities.
They are the magic ingredients that bring rooms to life
and create the charisma that you want your spaces to exude.*

Boysen brings you four color personalities -

NATURIST



KINETIC



AVANT GARDE



PERFECTIONIST



*A source of inspiration to help you define the character that you want your room to have.
A guide in your journey through the exciting world of colors.*

*Which colors do you favor?
What mood do you want your space to reflect?
Would you dress your surroundings the way you dress yourself?*

*Explore.
Experiment.
Express yourself with the Boysen Color Trend 2015.*



NATURIST



Deep. Dewy. Earthy.

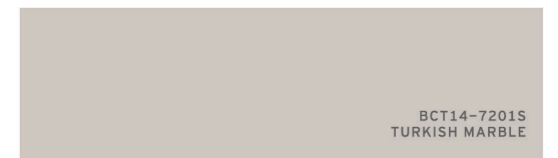


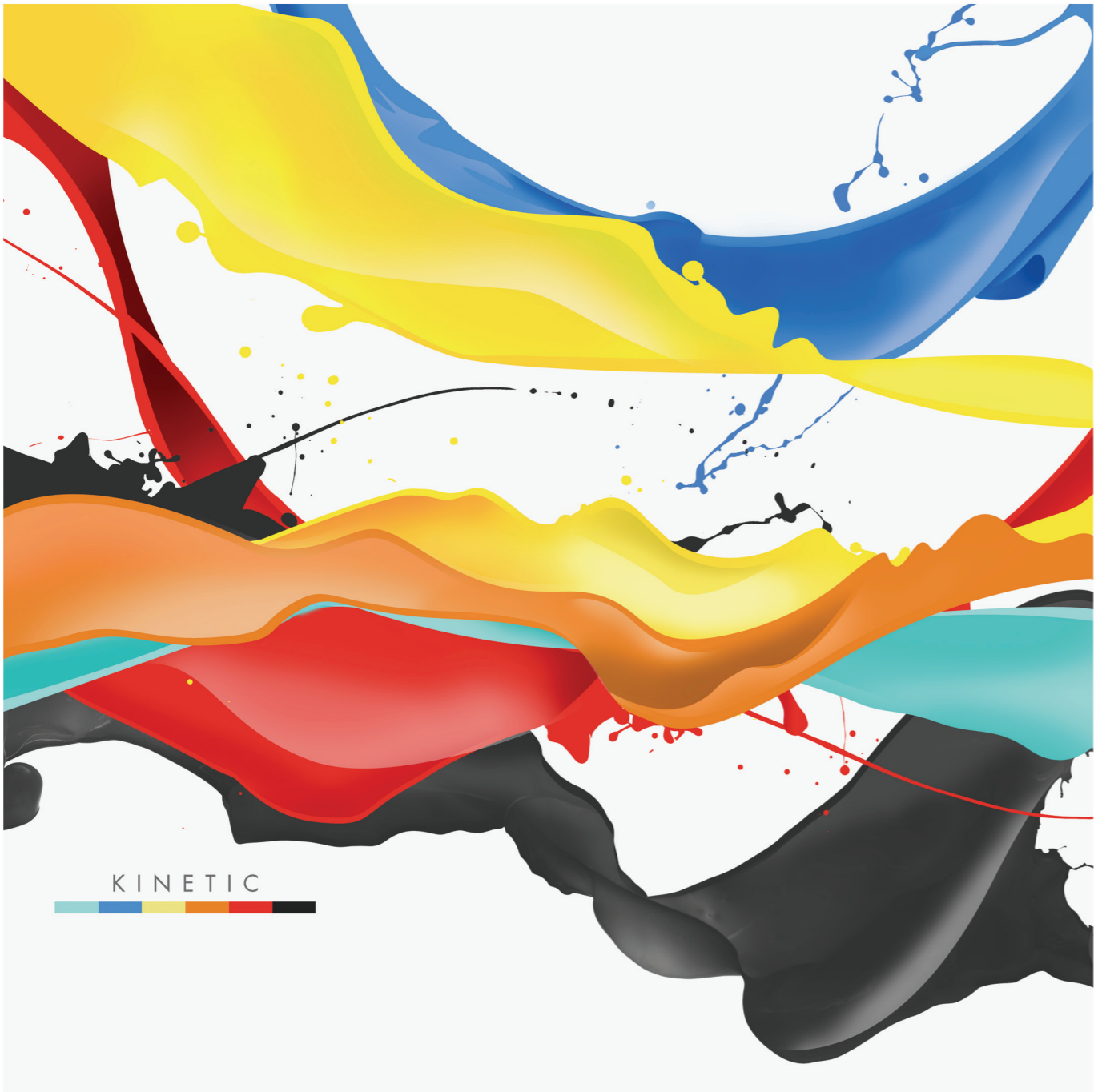


NATURIST

Deep earth tones,
the softness of dew,
lush forest greens,
the warmth of wood,
these are the perfect backdrop for the rich,
vibrant outburst of color from tropical flowers.

This is Nature close to the equator –
sunny, uplifting, approachable and drenched in light.
The colors may contrast but they don't clash.
Here, there is harmony where the world outside is brought inside,
to provide you that grounded feeling
of being at the center of life and at the same time,
being home.





Energetic. Exciting. Excited.



BCT14-7901S
VINYL NIGHT

BCT14-7703S
CERISE STREET

BCT14-7706S
RADIOACTIVE ORANGE

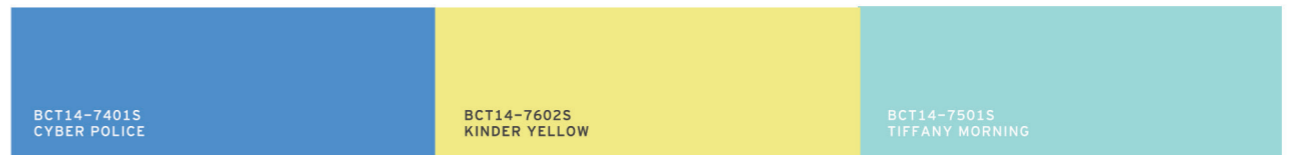
KINETIC

Kinetic's tangerine personifies the energy of motion, with its frenzy balanced by cool grays and sophisticated blues.

There is nothing timid about this palette.

On the contrary, it is excitement, passion, an unequivocal statement of meeting life head-on.

If you are a Type A personality, someone who vibrates at a faster level than your peers, a lover of the contemporary, then the complex, worldly Kinetic is for you.



BCT14-7401S
CYBER POLICE

BCT14-7602S
KINDER YELLOW

BCT14-7501S
TIFFANY MORNING



Bold. Edgy. Unconventional.





AVANT GARDE

Take risks. Breach boundaries.
Go to the edge and leap.
Bold, unconventional,
supremely individualistic,
you don't need the color wheel as your compass.

Because your choices and your combinations
are as instinctive as breathing.
Any direction you take pulsates
with the certainty
and confidence of a true trailblazer.



BCT14-7404S
VINTAGE FANDANGO

BCT14-7403S
INDIE GAGA

BCT14-7402S
BLUE CURACAO

BCT14-7503S
BERMUDA COURTYARD

BCT14-7502S
ELECTRIC LIMERICK

BCT14-7701S
SALSA NIGHT





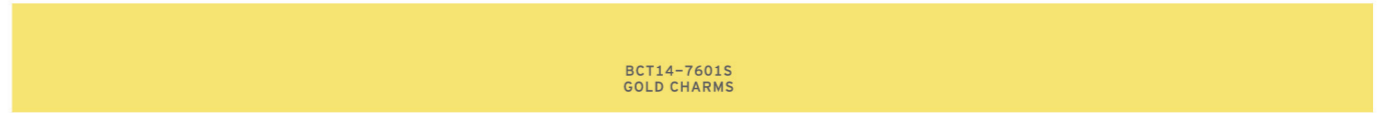
PERFECTIONIST

A lesson in tone – this is what Perfectionist is all about.

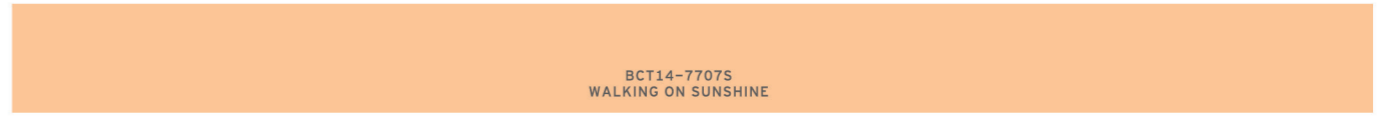
The subtlety of this scheme
creates a wonderfully soothing combination that is unusual and witty.

The colors may be subdued but they are also very self-assured.

Not for amateurs, this seemingly simple palette
will reveal its profundity with time.



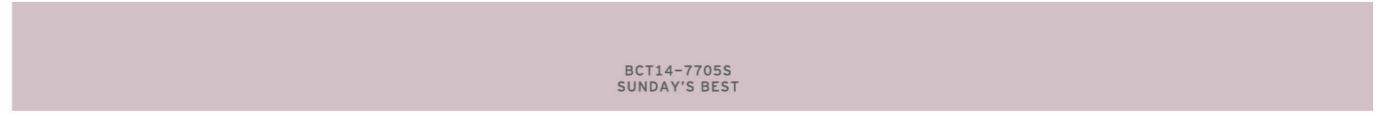
BCT14-7601S
GOLD CHARMS



BCT14-7707S
WALKING ON SUNSHINE



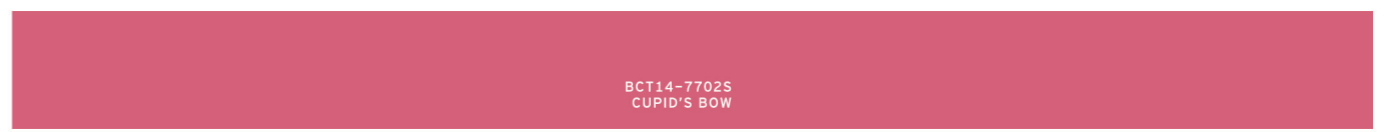
BCT14-7708S
PUFFY TUTU



BCT14-7705S
SUNDAY'S BEST



BCT14-7006S
CELESTIAL CHILD



BCT14-7702S
CUPID'S BOW

COLOR TREND 2015

EXPRESS YOURSELF WITH COLORS!



NATURIST



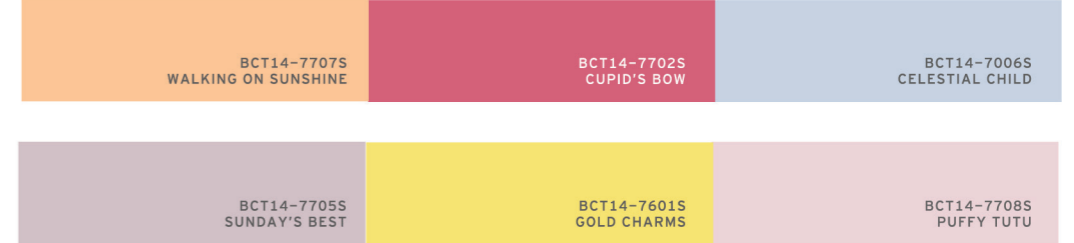
AVANT GARDE



KINETIC



PERFECTIONIST



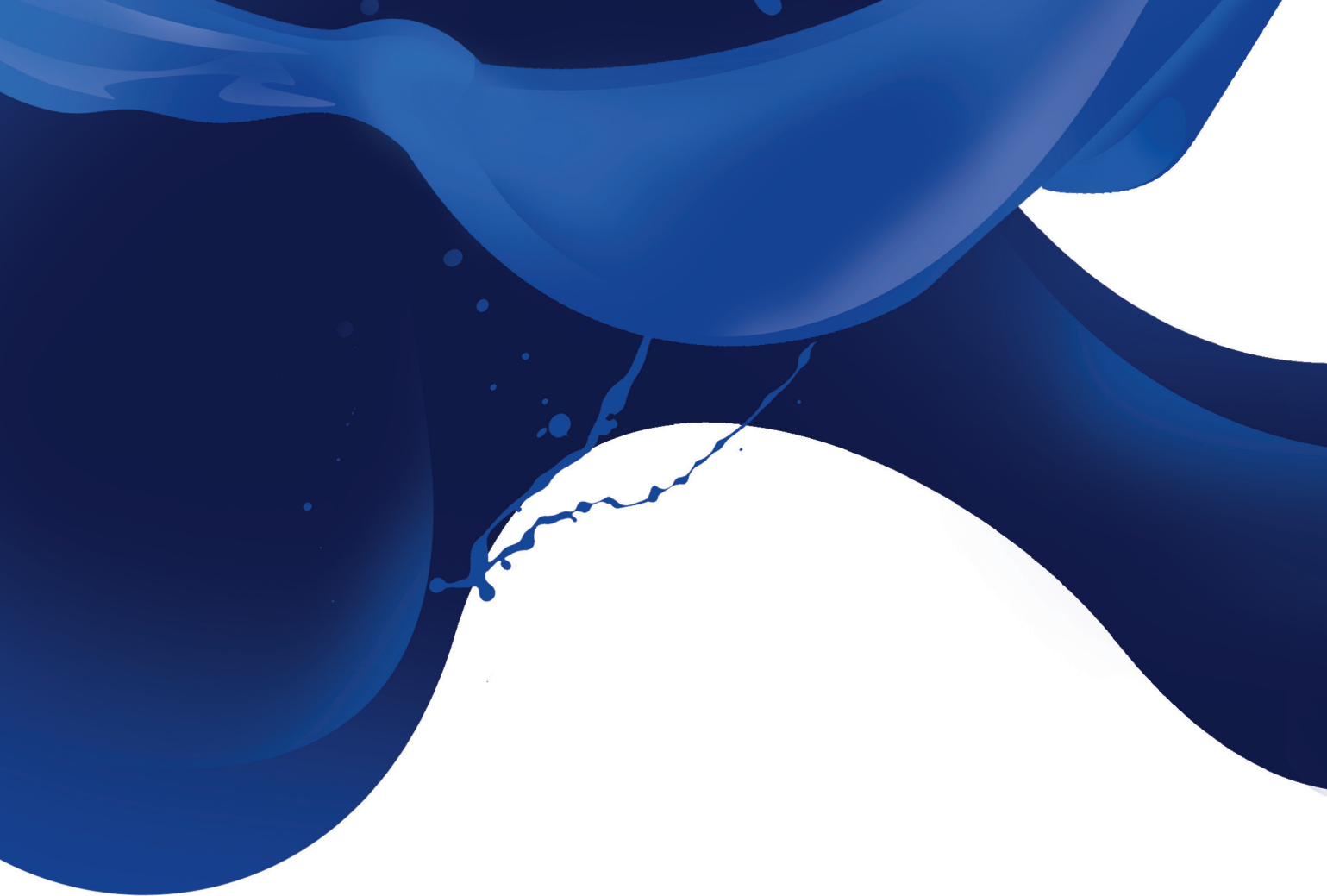
* For technical reasons connected with color reproduction in print and paint manufacturing, these colors may not exactly match actual paint color.

Virtuoso™
SILK TOUCH

Boysen® Color Trend 2015 is available in two finishes:
Virtuoso™ Silk Touch™ with Teflon
and Boysen® Permacoat Semi-Gloss Latex Paint
at various Mix & Match™ outlets nationwide.



SAFE	NON-STICK
Odor-less Low VOC Lead Free	Elegantly Matte Easy Clean



BOYSEN[®]

The No. 1 PAINT

