



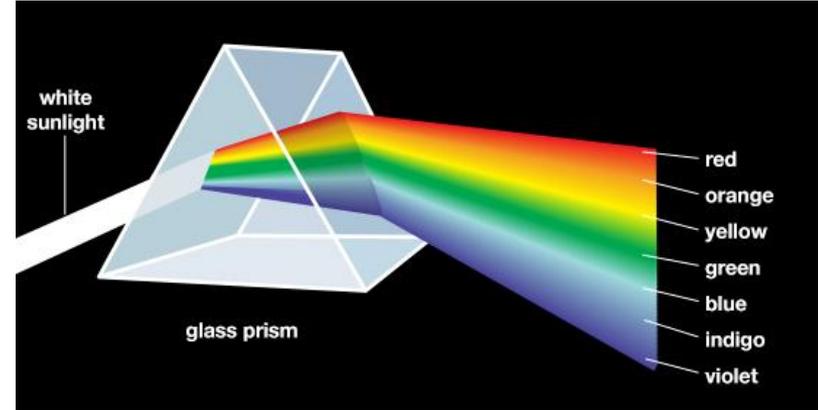
COLOR MAGIC

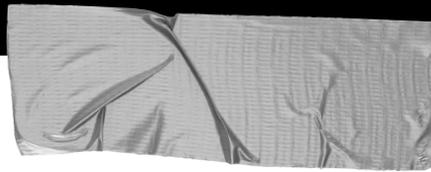
**HOW YOU CAN USE COLORS
TO CHANGE AND IMPROVE YOUR LIFE**

A Very Brief History of Color

In 1666, English scientist Sir Isaac Newton discovered that when pure white light passes through a prism, it separates into all of the visible colors. Newton also found that each color is made up of a single wavelength and cannot be separated any further into other colors.

In 1704, Newton developed the color wheel. Then in the early twentieth century, Swiss psychiatrist Carl Jung studied the effects of color on the human mind. Jung eventually developed a form of color therapy that allowed his patients to express themselves with colors and images. Today, the psychology of color and color therapy (chromotherapy) is used in various ways including treating mental and physical disorders and ailments, as well as, marketing and advertising and even Magic!





Color Magic

Various ways to use color to enhance your life from the colors in our environment to the colors we consume.

- **Advertising & Marketing**
How colors can be used to effectively promote your business, books, cards, or creative project.
- **Color Therapy (Chromotherapy)**
Various ways to consume the healing properties of colors.
- **Environment**
Colors used in clothing, furnishings, and paint and how they affect us.

First, we're going to break down each color and the properties associated with them using keywords.

RED

- Excitement
- Energy
- Passion
- Courage
- Power
- Strength
- Anger
- Stimulating

ORANGE

- Confidence
- Success
- Warmth
- Socialablity
- Creativity
- Optimism
- Bravery
- Motivating

YELLOW

- Happiness
- Cheerful
- Intellect
- Inspiration
- Laughter
- Learning
- Stubbornness
- Cowardice

GREEN

- Healing
- Nature
- Freshness
- Quality

- Abundance
- Practicality
- Empathy
- Jealousy

BLUE

- Trust
- Peace
- Loyalty
- Competence
- Communication
- Calming
- Introspection
- Depression

PURPLE

- Royalty
- Luxury
- Spirituality
- Ambition
- Intuition
- Transformation
- Compulsions (OCD)
- Mourning

PINK

- Compassion
- Sincerity
- Affection
- Love
- Sophistication
- Friendship (Light Pinks)
- Irritating (Bright Pinks)
- Physical Activity

BROWN

- Dependable
- Rugged
- Trustworthy
- Simple
- Cautiousness
- Neutrality
- Accumulation
- Conservative

BLACK

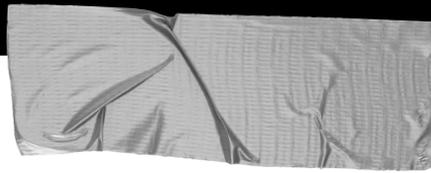
- Formality
- Dramatic
- Sophistication
- Security
- Mystery
- Receptive
- Tempting
- Fearful

WHITE

- Clean
- Innocence
- Honesty
- Simplicity
- Purity
- Perfection
- Sterility
- Authority

GREY

- Hidden
- Balance
- Confusion
- Neutrality
- Exhaustion
- Negativity
- Indirect
- Meanness



Ways to Use Color Magic

- **Candle Magic**
Use the appropriate colored candle for the desired outcome of your spell or ritual.
- **Stone Magic**
Use/wear the appropriate colored stone for the desired effect. (Stones also have their own properties, as well)
- **Color Magic in General**
Can be used in clothing, paint colors, furnishings, floor coverings, food choices, almost any aspect of life to achieve various environments or outcomes.

OPTIMISM CLARITY WARMTH
 FRIENDLY CHEERFUL CONFIDENCE
 EXCITEMENT YOUTHFUL BOLD
 CREATIVE IMAGINATIVE WISE
 TRUST DEPENDABLE STRENGTH
 PEACEFUL GROWTH HEALTH
 BALANCE NEUTRAL CALM





Advertising & Marketing

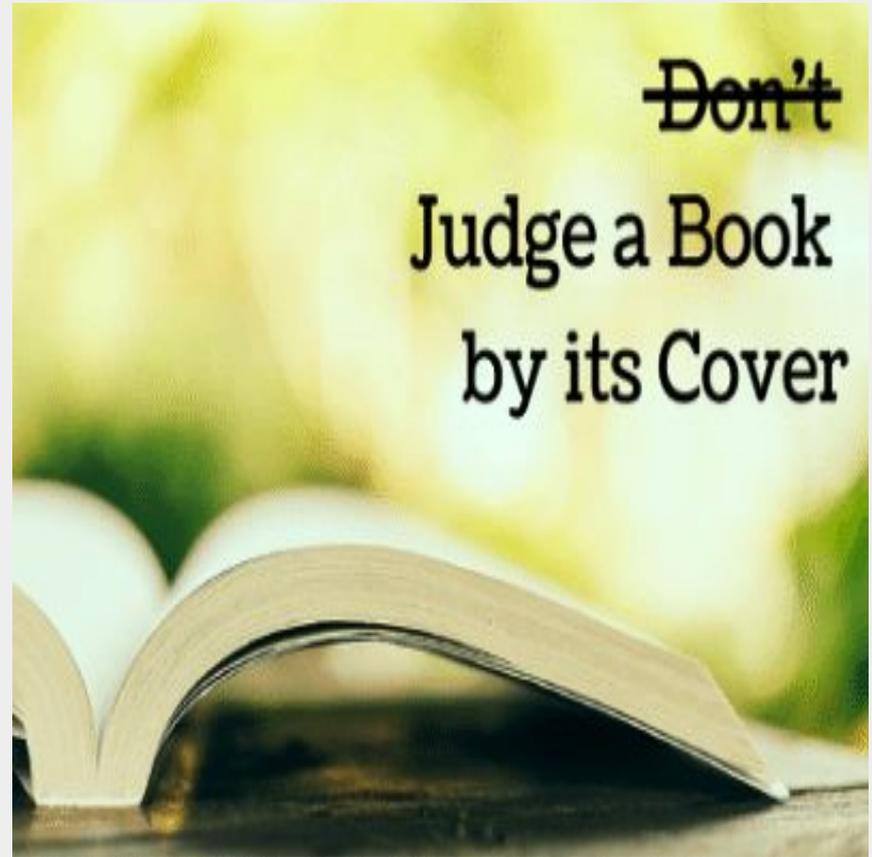
Let's look at how color is used to convey certain messages in advertising, two main factors:

- **What**
What is being marketed?
- **Who**
Who the target audience is will have an impact on the colors chosen.

The use of color psychology in marketing and advertising exists for a number of reasons, here's two of those reasons:

1. **Brand identity:** Companies carefully choose color palettes that complement their brand personality.
2. **Customer targeting:** Marketers conduct studies on how customers perceive different colors. By making specific color choices according to the color preferences of their target audience, businesses can hone marketing efforts toward certain demographics.(This is where we will concentrate)

For example, infants are drawn more to the color dark yellow, while Adults tend to be drawn more to light blue.



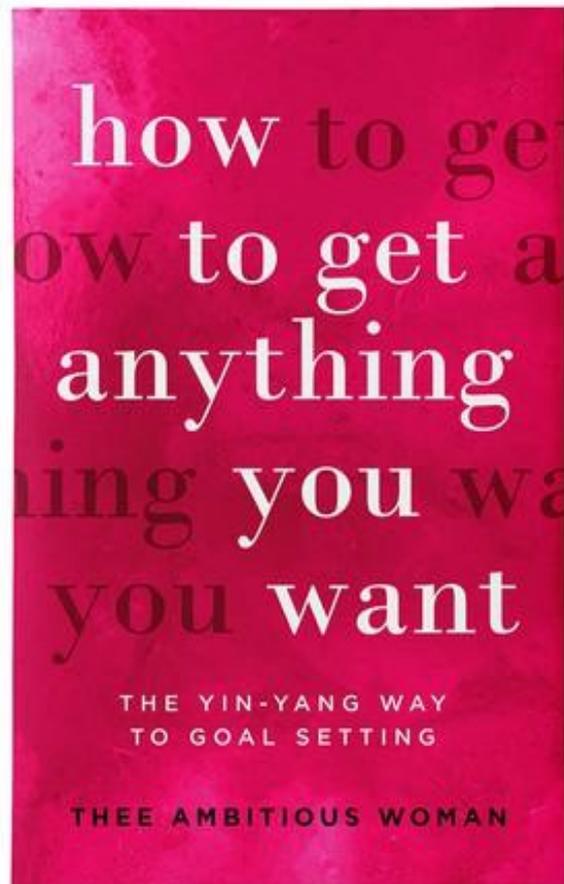
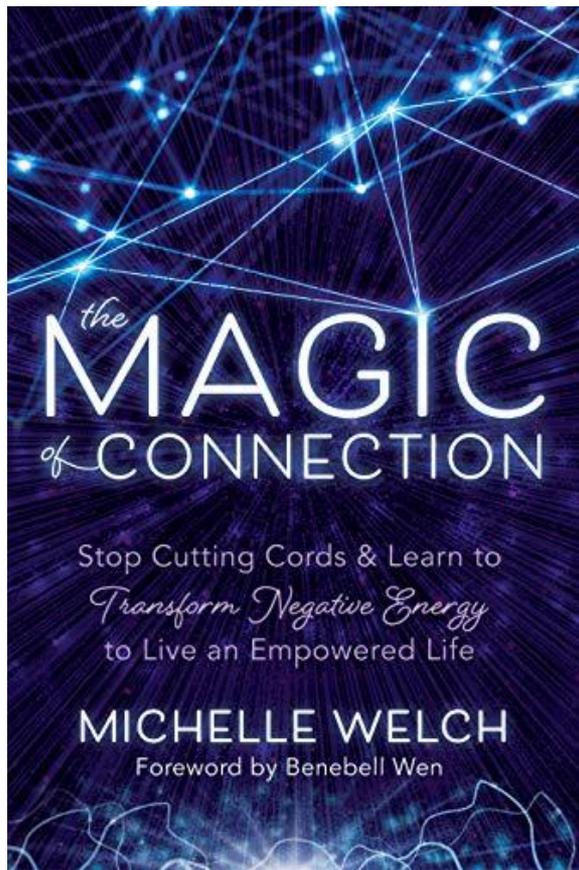


Meet Catiara.

She is obsessed with learning new things so she buys nonfiction books on a regular basis.

Unfortunately, for her, she does not have unlimited funds and because of that, is limited to the amount of books that she can buy. After reading several book jackets/blurbs she is still unable to decide.

How could color convince her that your newly published book is the one for her?



The Magic of Connection

with

Michelle Welch

Book Signing



- Personal Message
- Hand Picked Crystal
- 3 Card Spread
- Signed Copy of Michelle's book



LOOK AT ALL OF THOSE BLUES AND PURPLE!!!



REMEMBER

We just talked about the keywords that pertain to each color::



Blue

Conveys a sense of competence and trustworthiness,



Purple

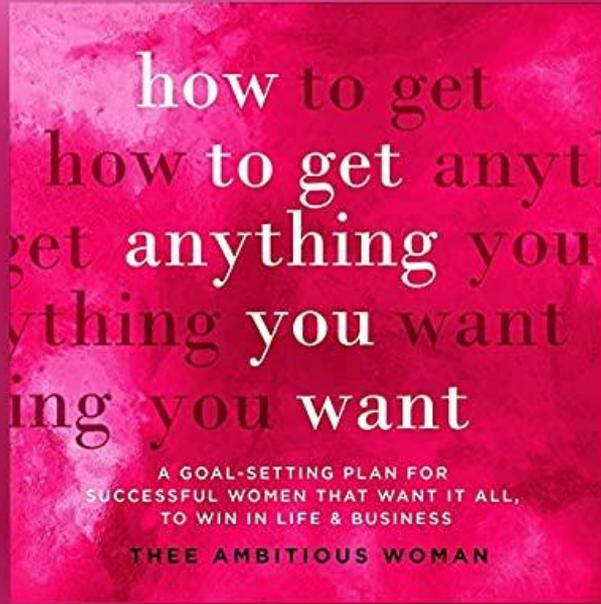
Conveys a sense of spirituality and transformation.



White

Conveys a sense of simplicity and honesty.

The perfect combination for a book about spirituality and connection, in my opinion, the colors reinforce the title.



LISTENING ON

audible 

HERE WE SEE **PINKS** AND **WHITE!!!**



REMEMBER

We just talked about the keywords that pertain to each color:

→ **Pink**

Conveys a sense of compassion and sincerity,

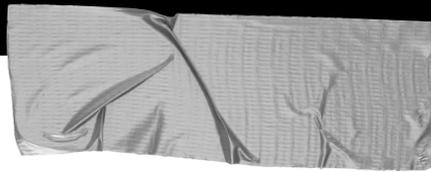
→ **White**

Conveys a sense of simplicity and honesty.

Yet the title seems to contradict the colors in a sense, which makes me wonder which tagline came first?

Maybe that's why the Yin-Yang concept was added?

A weird combination, in my opinion, plus that particular shade of pink can be irritating, not the feeling Catiara wants when she is sitting down to read a book.

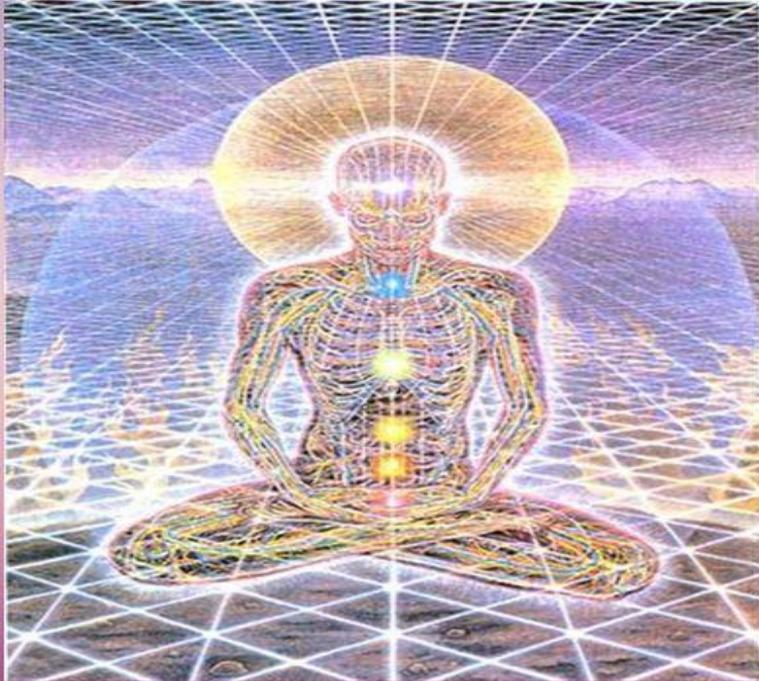


Chromotherapy

We will quickly cover a few topics in this section but I highly recommend that you do further research:

- **Which Colors Treat Which Physical Ailments**
Through light therapy and/or color-infused water.
- **Which Colors Treat Which Mental Disorders**
Through light therapy and/or color-infused water.
- **Which Colors Impact Which Emotions and Behaviors**
Through light therapy and/or color-infused water.

The definition of “chromotherapy”



Chromotherapy is a scientific method of using colored rays of light to treat physical and mental health disorders.

RED ~ ROOT CHAKRA

- Red brings warmth, energy, and stimulation
- Increases the metabolism, blood pressure, and respiration
- Treats fatigue, colds, chilly, and passive people
- Energizes the heart, all organs, blood circulation, and the senses
- Dissipates radiation
- Rebuilds the liver

ORANGE ~ SACRAL CHAKRA

- Energises & eliminates localized fat
- Helps address asthma & bronchitis
- Stimulates the appetite
- Relaxes muscle spasms
- Strengthens teeth and bones

YELLOW ~ SOLAR PLEXUS CHAKRA

- Increases neuromuscular tone
- Purifies blood
- Helps digestion
- Has a cleansing effect (think lemon)
- Strongly stimulates happiness
- Brings on strong feeling of well-being
- Reactivates & purifies the skin
- Helps with bodily stress
- Laxative, emetic, and purgative
- Aids with bronchial difficulties
- Builds nerves
- Helps colic
- Too much yellow can cause anxiety, nervousness, apprehension, agitation, and confrontation particularly in people who are already stressed.

GREEN ~ HEART CHAKRA

- Regulates the pituitary gland
- Fights depression, bulimia, and other psychosomatic conditions affecting the gastric system
- Calms the nervous system, fights irritability, and insomnia
- Can be used to assist in recovery from nervous breakdowns
- Destroys bacteria
- Rebuilds muscle and tissue
- Helps infections, injuries, and recovery
- Dissipates pain
- Restores vitality

BLUE ~ THROAT CHAKRA

- Calming ~ aids in relaxation
- Reduces blood pressure, respiration, and heart rate
- Stimulates the parasympathetic system
- Fights both physical and mental tension ~ nervous instability & Irritability
- Headache
- Anti-inflammatory
- Muscle relaxant
- Reduces appetite
- Fights infections
- Soothes nerves ~ sciatica
- Helps with skin conditions ~ burns, cuts, and prevents itching
- Sunstroke

PURPLE ~ THIRD EYE CHAKRA

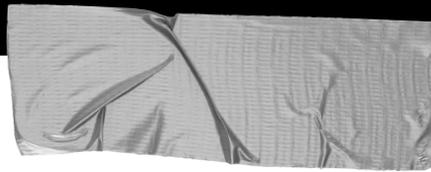
- Helps address eye inflammation, cataracts, glaucoma & ocular fatigue
- Relaxes the nerves and lymphatic system
- Addresses inflammation and urinary illnesses
- Relieves headaches and arthritis pain
- Controls fever
- Shrinks tumors
- Purifies blood
- Tightens muscles
- Cleanses & purifies the system
- Cleanses the aura
- Strengthens immune system
- Helps with West Nile virus

WHITE ~ CROWN CHAKRA

- Stimulates production of serotonin ~ regulating sleep and nervous system
- Provides energy and helps reduce effects of seasonal affective disorder (SAD)
- Spiritual healing & purification

PINK

- Regulates heart and blood pressure
- Activates & eliminates impurities in the bloodstream ~ veins & arteries
- Regulates adrenals
- Helps bronchial ailments
- Aids in circulation
- Relieves emotional stress
- Helps aid grief and sadness
- Restores youth



Environment

My favorite ways to use Color Magic:

- **Eat the Rainbow**
Apply color magic to your meals.
- **Choose Clothing Based on How You Want to Feel or What You Want to Convey** Choose your clothes with intention.
- **Choose Paint & Furniture Colors Based on Desired Environment**
Like painting bedrooms and bathrooms cool, relaxing colors and playrooms and art studios warm, invigorating colors, etc. .



EATING A **RAINBOW** IS HEALTHY!

Red foods are good for your heart and blood health, and they support joint function.

Orange foods help prevent cancer and reduce the risk of heart disease.

Yellow foods are good for your skin, heart, and eyes, and improve digestion and your immune system.

Green foods are good for your bones, as well as detoxing the body and strengthening your immune system.

Blue and purple foods help with mineral absorption, and can improve your memory and brain function.

White foods support immunity and the circulatory system, and can reduce the risk of cancer.



Clothes Matter

If someone is to represent you, your company, your family, etc. it matters how they present themselves because it is a reflection on you.

If you were hiring an attorney to represent you in lawsuit against your business, which one would you choose?

Color choices can denote attitude and whether or not a person takes the situation seriously.





Clothes Matter

What if you were hiring an entertainer for a children's party, which one would you choose?



The Cruellest Sheriff in America: Sheriff Joe Arpaio



AP / M

He instituted black-and-white striped uniforms, but added pink underwear and pink socks. Several times he humiliated prisoners by marching them between facilities in the pink underwear alone. The prisoners nicknamed him “Hitler.” ~ Eli Braun, Waging Nonviolence

While some might consider it “cruel” or “humiliating” it was also brilliant. I often wonder if he even knew what he was doing from a chromotherapy viewpoint.

“Pink light has a tranquilizing and calming effect within minutes of exposure. It suppresses hostile, aggressive and anxious behavior. Pink holding cells are now widely used to reduce violent and aggressive behavior among prisoners, and some sources have reported a reduction of muscle strength in inmates within 2.7 seconds. It appears that when in pink surroundings people can never become aggressive despite their desire, because the color saps their energy.” Azeemi, Raza

Bathroom

I don't know about you but my bathroom is my sanctuary.

After a long exhausting day I love to take a long hot relaxing bath and just let all of my stress, worries, anxiety, and negativity drain out with the bath water.

While both of these bathrooms are beautiful, only one really seems relaxing to me, what about you?



Playrooms

Playrooms are meant to be playful, cheery,
and loud.

**A creative space that encourages play,
activity, and imagination.**

Both rooms are inviting....but for different
reasons, which one of these rooms makes
you want to play?



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