- Color—psychological aspects

# Cure with COLOUR

*The right tones can do wonders for your mood and happiness*

**Do you get more compliments wearing a certain shade, or feel happier walking in green spaces? Then colour is having a bigger effect on you than you realise. 'Each colour creates a different physical and emotional response,' says colour specialist Mark Wentworth. From eating off red plates to help you slim, to painting your bedroom purple to boost libido, here's how to make the colours of the rainbow work for you.**



## RED

Known for being the colour of passion. In fact, when women wear red they are seen as more desirable, found a study*. 'Not only does red increase energy levels if you're feeling tired, it gets you noticed,' says Karen Haller, author of *The Little Book of Colour***.

### Use it

* To feel powerful, apply a bright red lipstick.
* Dine off red crockery and you will eat less. 'Red seems to trigger an avoidance signal,' says experimental psychologist Dr Charles Spence. However, it can encourage eating for people with dementia.

## YELLOW

It's official – blondes really do have more fun. Women who dyed their hair blonde had increased levels of confidence, found a study by Nottingham Trent University and Clairol. And this hair colour is also thought to encourage youthfulness.

### Use it

* Yellow chrysanthemums are perfect for someone facing a challenge, says floral designer Lara Sanjar.
* This colour also stimulates mental activity and aids memory, so use it to highlight important points. Experts at Dulux say it can create a positive mindset, boosting confidence and productivity. Try hanging a yellow picture above a home study area.



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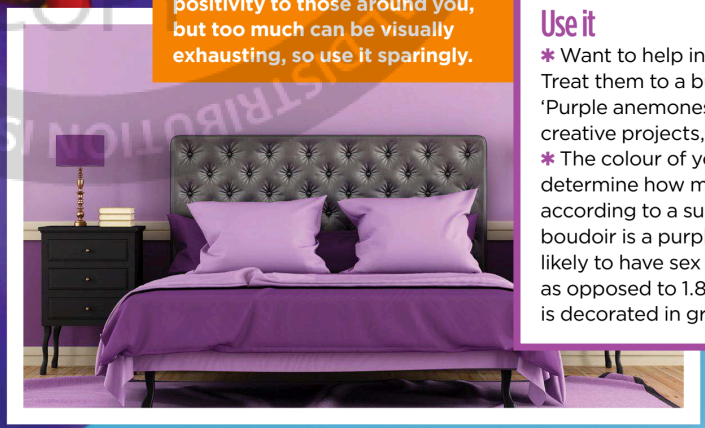
Those who ate from a white plate found food 13% more flavourful, say scientists at the University of Valencia.

## ORANGE

This cheerful colour encourages us to be more optimistic and fun-loving. 'If you'd like to inject playfulness, then orange is your colour,' says Karen. It's no coincidence that children's TV network Nickelodeon uses this colour in its logo.

### Use it

* Consider an orange accent wall at home. A small amount will infuse a room with energy, vibrancy and warmth.
* Orange is perfect to wear if you're looking to spread positivity to those around you, but too much can be visually exhausting, so use it sparingly.



## PURPLE

It's a shade that says, 'I'm my own person and I stand out,' says Karen. Purple inspires creativity and commands respect.

### Use it

* Want to help inspire a loved one? Treat them to a bunch of violet blooms. 'Purple anemones help to inspire creative projects,' says Lara.
* The colour of your bedroom could determine how much sex you have, according to a survey****. If your boudoir is a purple paradise, you're likely to have sex 3.49 times a week, as opposed to 1.8 times if your room is decorated in grey tones.

## PINK

Pink (especially lighter pink) is associated with gentleness and affection – not just towards others, but towards yourself, too. When a naval prison painted their cells pink as part of a test*** to see how colours could have a psychological impact, violent behaviour fell dramatically.

### Use it

* If you're in need of self-care, surround yourself with soft pink. 'It's like wrapping yourself in a warm embrace,' says Karen.
* Feel calm before a big event by painting your nails baby pink.



## GREEN

Most colours have the potential to improve mood, it just depends on which shades make you happy. However, green is the colour we most associate with the calming, healing effects of nature. 'It brings freshness and the impression that everything will happen in its own time,' says Mark. 'When we wear green, we offer a level-headed approach to life.'

### Use it

* Exercise outside. Working up a sweat in green surroundings can improve mood in just five minutes, say University of Essex experts.
* Think leaf, olive and lime at the warmer end of the spectrum, and emeralds and jades for cooler tones.

## BLUE

Blue shades express trust, communication and openness. 'We probably share our hopes with someone wearing blue as it tends to make us feel safe, whatever the shade,' Karen says.

### Use it

* Many banks use the colour in their logos, as do Facebook and LinkedIn, to help convey a sense of security and professionalism. But it can also mean that scammers use the same technique, so stay alert online.
* Spending time in predominantly blue spaces, such as walking by the side of rivers or looking out to the ocean, can improve your mood and alleviate stress.

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