

Chasing Away the "Blues" Tickled "Pink"

The time leading up to your wedding day can be a time of emotions...experiencing "the blues" after an unexpected letdown... suddenly becoming "green with envy" for no explainable reason...becoming "red with anger" over uncontrollable circumstances.

These terms were coined over a hundred years ago by our great-great-great-grandparents, generations before us, who knew and understood the language of color in creating a mood, reducing stress and promoting well-being. Simple adjustments in our LIFE-style can impact how we feel physiologically, psychologically, emotionally, and socially from the colors we choose to wear for specific work functions to the ambiance we create with the color of table cloth we serve our guests on to choosing wedding colors! We can even denote the meanings of colors through traditions associated with the wedding ceremony. Examples:

Why does the Bride wear white? As far back as recorded in Biblical times, white was a symbol of purity, happiness, and joy!

Why does the Bride wear "Something Blue"? Brides in ancient Israel wore blue ribbons on the hems of their wedding gowns reflecting love, modesty and fidelity.

Why does the Bridal party dress alike? In ancient times the bridal party all walked together to the church. Afraid of what a dejected suitor might do, the groom's friends wore clothes similar to his, as did the bride's friends, so as to disguise the real bride and groom putting off any unwanted evil pursuit.

Color and light impact us on a physical, chemical, and biological level. Prior to modern day medicine, color was used therapeutically. Over the years, light has been harnessed to create lasers and other healing modalities. Therapeutic applications of color and light in our daily lives can't, and should not necessarily, substitute for medical treatment and other wellness measures we are already engaged in. Color can, though, complement and enhance any treatment and usher in good health, emotional stability, and spiritual elevation during any phase of our life. Color can be introduced into our bodies through food, room décor, clothing, and colored lights. Natural color through plants, food, water, and natural clothing fibers is most powerful. Knowingly or not, every time we dress in a color, we are absorbing that color through our skin, affecting all the systems in our body. Unknowingly, many of us naturally gravitate towards the colors that are therapeutic to our unique needs.



Color holds a power of influence. Each color is different because of its unique vibration and wavelength. The colors of the rainbow (Red, Orange, Yellow, Green, Blue, Indigo, and Violet) coincide with the colors on the musical scale. Used simultaneously, the influence and/or therapeutic value increases.

Observing what colors a person wears on a frequent basis or is attracted to can give you insight into their personality, and therefore, enable you to understand their unspoken nature and adjust your approach to building relationships! Characteristics associated with color preferences:

Red - extrovert, passionate, excitable

Orange - strong-willed, independent self-starter

Yellow - good communicator

Green – sensitive, caring, observant, diplomatic

Blue – sincere, deep feeling, creative, imaginative

Purple – intuitive, compassionate, and has high standards

Black - full of opinion, independent, self-disciplined, inner strength

White - perfectionist, self-sufficient, and optimistic

Pink – at peace with feminine and/or intuitive side, gentle

Below are a few tips in creating the mood for your next dinner party, in promoting a healthy LIFE-style throughout this period in your life, and in acquiring insight into "what not to wear". (You may want to consider these in choosing your wedding colors as well).

Red: energizes/raises blood pressure. red decor/red table cloths create passion and appetite. wearing just a splash of red can be empowering and/or romantic but wearing all red can be overpowering!

Orange: increases socialization (most appealing in coral/peaches). reduces muscle/abdominal cramps when one over exercises/eats. wearing orange is definitely a sign of an extrovert.

Yellow: elicits reaction! is the color of communication when used as an accent color in attire or decor, but overuse "shouts" and creates unrest!

Green: lowers blood pressure/creates balance/relieves tension/heals. (the vibration of green is actually "cleansing".) wearing green gives the impression that you like nature.

Blue: calms (tranquilizes the brain by secreting 11 neurotransmitters), promotes rest, relaxation, minimizes insomnia, decreases appetite. wearing navy blue always promotes trustworthiness on first time meet ups!

Indigo: is hypnotic like, making one insensitive to pain. reduces nervousness.

Violet: The color of meditation and higher thinking processes. Have several decisions to make? Wear it as an accent color, ie. violet or purple scarf, to stress less and make sound choices!

Projecting a powerful influence with your own natural coloring, commanding attention at work, attracting an unending gaze from all eyes on your wedding day, creating a better quality of health, using color to increase milk production in lactating mothers...These and other recommendations have been provided through color consultations by author, Julie Carson, MAOTR/L Color, LIFE-style, and Image Consultant of Indianapolis based Image Builders. To receive your confidential color consultation and/or to learn more about the entire Art and Science of "Signature" Self-Packaging line of services, call (317) 527.9046 or visit www.imagebuildersinstitute.com. ■



About the Author...

Julie Carson, MAOTR/L, Color, LIFE-style, and Image Consultant of Indianapolis, Image Builders, has a background in occupational therapy and education with certifications in Color, Image, and Personality Plus™. She has over twenty years experience in teaching, training and motivating people in LIFE-style design. Julie consults with professionals on the colors to wear for impression management, consults with brides on choosing their best photogenic colors, and consults with women on how to use color from a therapeutic perspective with health issues, clothing, and "going green". To learn more go to www.imagebuildersinstitute.com

How does Julie color her own LIFE-style? Julie feels confident wearing her "signature" colors of light/navy blues, grays, "summer" whites/beiges, and dresses up in pink when she just wants to have fun! She loves to relax on her deck overlooking the blue water and attempts to catch 10 minutes of sunshine daily to reap the benefits of a natural dose of Vitamin D. Julie's favorite room in her home is the combination kitchen/great room painted in coordinating blues with several oxygenating green plants and splashes of yellow and red accents of energy. Julie's 3 daughters would not want her to admit it and her husband has grown accustomed to it... but with a "green" therapeutic grade light in their master bath, she creates an in-home spa experience everyday with balancing and healing energy!

