



The Power of Color

Now that spring has definitely arrived, we will probably begin to add those wonderful spring colors to our wardrobe. So, what do the colors you choose say about you?

YELLOW is the high fashion spring color that women can find lots of right now in the department stores and boutiques. Yellow is color that says **"I want to be noticed today."** You can't be ignored when you a bright shade of yellow, but people will see you as cheerful as a ray of sunshine. Wear this color for a high energy day.

ORANGE communicates a message of **"I am in the mood to play."** If you work in an outdoor industry, are hosting a golf tournament or an event that is outside or has a sports theme, orange will rev up your energy if you need to be one of the cheerleaders for the day. Inside a conservative office environment, people tend to see orange as loud and irritating.

PINK is a color that makes people look younger than they actually are (in some cases). **"I am young, energetic and enthusiastic."** The brighter the pink, the more attention you will draw. The softer the pink, the more reassuring your demeanor. Pastel pink is good to wear when you know that you need remain calm while you deal with people who are upset or hostile.

PURPLE says, **"I am great with other women. I am creative, innovative and unique."** Wearing purple lets people know that you "think outside the box".

GREEN has so many shades, it can bring to mind; fresh cut grass, lime green, dark forest green, soft apple green, just to name a few. The light shades that are popular right now communicate, **"I am bringing new, fresh ideas to the table."** Wear greens when you are looking to deliver a new, innovating idea, plan or product.

CORAL and **TURQUOISE** (blue/green) are colors that have the ability to make you look healthier than you may actually feel that day. If you have a headache or an upset stomach, the warm and cool shades in coral and turquoise, will neutralize the imbalance that can show in your skin tone. If you want to work and be productive, but don't want to draw attention to the fact that you are recovering from a cold or allergies, **either one of these 2 hues will do the trick when you have been under the weather.**