

Colour Tips for September & October

SEPTEMBER 2008 – ISSUE 105

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MEMORY & COLOUR

While there are thousands of colours, research shows that people perceive only a few basic colours: red, orange, yellow, green, blue, purple and pink.

There is a lot of research on how colour increases memory. Memory can easily distinguish between colours that are more complementary versus shades within the same colour. Also, colour is better remembered than black-and-white.

Many studies have shown that colour enhances the recall of images or scenes. As well, colour has been proven to improve performance on focused attention and integration tasks. It increases recognition compared to the application of the standard black and white (Hanna & Remington, 1996).

Colour is said to influence the way information is processed and possibly may improve the ability to remember both words and pictures (Myers, 2004).

Different colours can have different effects on people. Blue will cause the brain to produce tranquility hormones and is often used as a relaxation aid (ideal in bedrooms to induce sleep or to calm hyperactive children). Conversely, red is used to increase adrenaline and energy levels. Orange is used to

increase appetite by generating a feeling of hunger. Orange is also the best emotional stimulant, whereas yellow is the best mental tonic.

The use of colour also helps with studying. According to Denby (2002), finding the colour that best stimulates memorization could increase a person's study skills (such as highlighting words in bright colours). For people with dyslexia or learning disorders changing the colour of the background gives the contrast needed to sharpen the words on a page.

Since most printing is done in black ink words that are highlighted or written in a colour other than black, such as red or another vibrant hue, will quickly grab someone's attention. The fact is that colour enables words or images to be more easily remembered.

REFERENCES

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- Hanna, A., & Remington, R. (1996). *The representation of colour and form in long-term memory*. *Memory and Cognition*, May 1996, 24, 322-330.
- Myers, J. (2004). *The colour of learning*. *Fundamentals, Training and Development*. February 2004, 19-20.

WHY ALL THIS FUSS OVER FULL SPECTRUM LIGHT BULBS?

Research shows that the ergonomics of an environment can significantly improve or retard a person's learning performance. These elements include light, sound, colour, room design, temperature and energy distribution.

"Malillumination" is the term coined by light researcher Dr. John Ott to describe sunlight deficiency and the negative, harmful effects of artificial lighting on behaviour, learning, health, strength and longevity.

Classrooms, home and work environments where people spend time reading, learning and working under simulated sunlight (full spectrum lighting) experience less stress and anxiety, improved attitudes

and health, and increased awareness, performance and academic achievement.

Studies done in schools have shown that cool-white fluorescent bulbs (which are used in virtually all classrooms) cause bodily stress, anxiety, hyperactivity, attention problems and other distress leading to poor learning functions.

Statistically, full spectrum light bulbs have been shown to have a significant impact on students who worked under old-style fluorescent lights versus those who worked under full-spectrum lighting. This controlled study verified that depression was also lowered by the use of full spectrum lighting.

Another study found that over 4,000 children developed observable deficiencies associated with improper light illumination. Improvements in lighting, seating and decor were instituted in schools, resulting in the following student

improvements: 65% reduction in visual difficulties, 47.8% decline in nutritional problems, 25.6% reduction in postural problems and, finally, over 43% decline in chronic infections & fatigue.

Colour Energy LifeBulbs™ are the best on the market as they are high quality, full spectrum, flicker-free (just like real sunlight!) energy saving bulbs!!!

BENEFITS OF COLOUR ENERGY FULL SPECTRUM LIFE BULBS™:

- Flicker-free & environmentally friendly—uses 75% less energy than standard bulbs
- Economical—your energy cost savings are actually greater than the cost of the LifeBulb
- Lasts 8 times longer than standard bulbs
 - Relieves the stress and irritation you experience from standard light sources
 - Great for children, pets, plants and most of all... you!

YELLOW Activates Your Mind Power & GREEN is the Colour of Renewal & Growth

Solarize your sun centre and revitalize your heart! Cleanse your body, mind & soul with the YELLOW and GREEN rays. The LIME energy assists in the release of negative thoughts and emotions so that you can have an optimistic and loving outlook on any situation.

COLOUR ENERGY "YELLOW & GREEN" TOOLS

Essential Oils—Colour Energy offers several different therapeutic essential oils/blends, each with different healing attributes that are in the frequency of the YELLOW & GREEN ray. Use Rosemary to stimulate mental alertness and Eucalyptus for focus & concentration.

Aromatherapy Diffusers—Simply add a few drops of a Colour Energy 100% pure essential oil to one of our diffusers to enhance your home or workspace with the healing power of aromatherapy. Try the Heavenly Scent diffuser for its ultrasonic ionizing effect... a must have in every home and office!

Omega-3—Increase your brain power with a daily dose of Colour Energy's professional grade Omega-3 fish oil capsules. Omega-3 is important for good brain function.

Full Spectrum LifeBulbs™—Sunlight is our most important energy source. Well-lit study and work areas are crucial for optimal learning, performance and completing everyday tasks.

Chakra Light Essences #3 & 4— Help to restore normal chakra activity in the third and fourth energy centres, respectively. Chakra Lights assist in releasing deep cellular blockages.

Colour Therapy Glasses—Change your perspective by seeing life in individual colours. Yellow is known to sharpen one's perspective and learning abilities... ideal for studying and driving. Green gives a balancing effect to your whole being.

Silk Scarves and Eye/Body Pillows—Wrap yourself in a vibrant coloured silk scarf for a boost of energy or place a chakra Pillow on your tired eyes to sooth and comfort.

Aura Cleanser—Helps to heal damaged electromagnetic fields resulting from destructive frequencies (computers, cell phones, etc.) and can help with depression and serious imbalances.

Dead Sea Salts—Help the body to release toxins and at the same time restore lost essential minerals. They also help improve circulation while enhancing brain power.

USE COLOUR TO INCREASE YOUR MENTAL & EMOTIONAL STRENGTH AND WELL-BEING. ☾

- ◆ Holistic Aura Counsellor 2-Day Course
October 17th-18th, 2008
- ◆ Biopulsar Analyst 3-Day Training
September, October & November 2008
- ◆ Crystal Light Therapy 3-Day Training
Level I & II – November 2008

**ASK ABOUT OUR FREE
EDUCATIONAL SEMINARS!!!**

Call 1.800.225.1226 for more details.

Colour Vibration & the Zodiacal Signs



VIRGO – Yellow/Green

AUGUST 22nd - September 22nd

Virgo's strength is their adaptability to new things as well as their ability to discover the new. Fresh new thoughts make the Virgo a valuable team player. Virgos are great supporters because they have clarity of mind combined with a compassionate and giving nature. When unbalanced their struggle is to trust their heart and reconcile what they really feel with what they rationalize as being the so-called "right" or best thing to do.

THE PURPOSE OF THE YELLOW/GREEN ENERGY IS TO LEARN NOT TO BE AFRAID OF EXPRESSING ONE'S FEELINGS AND BELIEFS.

The Yellow/Green energy helps to release toxins within the body as well as in the thoughts. When one is lacking the ability to change or if a person has too many negative thoughts, the Yellow/Green vibration helps to shift stuck energy and supports the mind to think more positively. Mix one cap of Yellow and half a capful of Green Colour Bath to produce a powerful cleansing and detoxifying bath. Add the oils of Rosemary and Eucalyptus to create a mentally and physically stimulating blend. A combination of Yellow and Green foods will improve your digestive system functions. ☾

LIBRA – Green

September 22nd - October 22nd



Libra is the balancer and GREEN is the energy of the heart chakra and harmony. Those who are born under the sign of Libra are known to be peacemakers. GREEN people are the ones that you can go to when you have a problem as they are the most compassionate of all the astrological signs.

GREEN IS THE ENERGY OF LOVE AND EMOTIONS. HOWEVER, OF ALL THE COLOURS, GREEN HAS THE MOST TROUBLE SAYING "NO." THE LESSON FOR THE LIBRA PERSON IS BUILDING UP THEIR CONFIDENCE (TRY USING RED COLOUR TOOLS TO BUILD UP INNER STRENGTH).

To connect to your GREEN Heart Chakra centre take a walk in the forest. Nature is the sound of the GREEN ray. Wear a GREEN gemstone (aventurine, emerald, malachite, peridot, jade, etc.) over your heart centre to give yourself the love you deserve. Or drink a soothing cup of decaffeinated GREEN tea.

Nurture yourself in a GREEN Colour Bath and heal any tired bones or stiff muscles. Bring yourself back into balance by bathing in the loving GREEN energy, especially after a hectic day! ☾