

Effect of Different Colors on Human Mind and Body

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Take a minute and imagine the world around you without colors, how boring and unexciting life would be. Colors play a vital role in our daily lives and it has been proven that our activities and responses are influenced by them. Kenneth Fehrman, co-author of the book, *Color: The Secret Influence* states that, "Most people are unaware of the profound effect color has on their behavior." Every color has a unique effect on individuals and stimulates various responses e.g. the fast food companies use red, yellow and orange colors in their restaurants and product packaging as these colors are found to be helpful in increasing appetite. A research by the University of British Columbia has proven that blue color enhances creativity whereas; the color red helps to be focused and has a positive effect on memory. The Blackfriars Bridge made of black iron when painted green, showed a decline in suicide rate up to 30%. Studies show that pink color is beneficial for stimulating responses from females whereas dark green color has a motivational effect on males. Let's take a look at how some colors affect our mind and body.

Red: The color Red is the most vibrant of all the colors. It stimulates the adrenal gland and the neurons. This color is ideal to wear for a walk or exercise as it is an invigorating color. However, too much exposure to the color red can cause stress; it may also cause frustration and provoke anger. The color red symbolizes love; it stimulates heartbeat and breathing. Researches show that men feel more affectionate towards women wearing red. Wear red and you might get lucky in grabbing attention but may appear heavier than your original body size.

Yellow: Have you ever wondered why Smiley is yellow? The reason is that yellow helps to release a chemical in the brain called Serotonin, essential for causing a happy mood. Studies have proven that yellow color enhances concentration and gives the brain and nervous system a "wake-up call". Too much of yellow color can cause fatigue. Studies show that babies cry more in yellow rooms. It is the most difficult color on the eye and people might lose temper more often in yellow rooms. It is also beneficial for speeding up metabolism and is a common food color.

Blue: If you want some creative juices spilling out of your mind then get exposed to the color Blue. It is believed to have a soothing effect on human mind as it helps to produce some calming chemicals in the brain. However, too much exposure to this color may cause depression. Blue is used a lot in cooperate sector as it denotes loyalty. It is also proved that materials in blue color appear to be light in weight; this is one of the reasons why weightlifters find it easier to handle heavy weights in gyms painted blue. The color blue is a non-food color as it gives a toxic effect to edibles; moreover research has proven that when people are served with food dyed in blue they tend to lose appetite. For weight watchers blue kitchen can be very helpful, studies reveal that diners eating in a blue room eat 3 times less calories than in rooms painted yellow and red.

Black: Black signifies power and authority, it represents knowledge and intelligence. It is the most popular color in the fashion industry because of its association with style and it makes people wearing it look thin. A food product packed in black color may bring in more profits because it is perceived to be higher in quality. Black is the most aggressive color, studies found that hockey teams wearing black jerseys were penalized more for fouls.

White: White is considered to be the most neutral color. Baby products come usually in white to symbolize innocence and cleanliness. White is used by doctors and nurses to show sterility. In clothes, white is associated with sophistication. A research showed that people having hand tremors didn't shake much in white rooms proving that the color has a calming effect.

Green: Green represents nature and currently it is the most popular color that is being used in interior decoration. The reason is its soothing effect on the eyes. Green relaxes the body and alleviates stress. Researchers have proven that the color improves vision. This could be the reason why classroom boards are in green color. Middle aged brides wear green to signify fertility. Green has a healing and hygienic effect and for this reason it is used a lot in hospitals. People working in green offices have proven to be more satisfied with their jobs. Other surveys have also found that consumers spend more time shopping in shops painted green.

Pink: Pink color is considered to be the most romantic of all the colors. It is the most tranquilizing color and is associated with femininity. Often sports teams use pink color to paint the locker rooms for the opposing team. It has been found beneficial in reducing anger and anxiety and this is the reason why prisons in US are painted pink to keep the prisoners calm. Dr. Alexander Schauss, from American Institute of Biosocial and Medical Research explains that, "Even if a person tries to be angry or aggressive in the presence of pink, he can't. The heart muscles can't race fast enough."

Purple: Purple color symbolizes royalty, luxury and sophistication. People wearing purple color are perceived to be wealthy. It develops spirituality and deep thoughts.

Orange: Something you need to turn up your bad mood? Orange is the color for you. It is derived by the combination of red and yellow color therefore it has combining effects of the two. It stimulates mental abilities and is an ideal color to wear for exams. It is also useful for increasing appetite.

Name: _____ **Due Date:** _____

Article of the Week #30
Effects of Color on Human Mind and Body

1. Give two examples from the article that show how colors can have an effect on our physical health.

2. Give two examples from the article that show how colors can have an effect on our mental health.

3. What color from the list above would be the best color for a classroom? Explain why.

4. What color from the list above would be the best color for you to paint your bedroom? Explain why.

5. The article above describes the effects that colors have on us. What do you think it was like for Jonas who lived in a world without color?