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A detailed study of the various sources and

biological and

emotional uses of color

in all phases of human

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approach to helping people heal their mental or physical state. Learn more about color therapy and theory. Color therapy has been used as an alternative approach to helping people heal their mental or physical state.

**Color Psychology |  
How Color Affects  
Mood and Mental  
Health**

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ancient cultures,

including the Egyptians

and Chinese, practiced

chromotherapy, or the

use of colors to heal.

Chromotherapy is

sometimes referred to

as light therapy or

colorology. Colorology

is still used today as a

holistic or alternative

treatment. 2 In this

treatment:

**Color Psychology:**

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## **Does It Affect How You Feel?**

In art therapy, color is often associated with a person's emotions.

Color may also influence a person's mental or physical state. For example, studies have shown that some people looking at the color red resulted in an increased heart rate, which then led to additional adrenaline being pumped into the

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blood stream.

## **Color Psychology: The Psychological Effects of Colors**

The psychology of color as it relates to persuasion is one of the most interesting—and most controversial—aspects of marketing. The reason: Most of today's conversations on colors and persuasion...

**Color Psychology:**

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Psychology And

**How Colors**

**Influence the Mind**

...  
As well as  
distinguishing the  
differences in peoples'  
character through his  
use of color

psychology, Birren also  
touches on the effects  
colors can have on the  
mentally ill. This  
section was the most  
interesting and  
involved a series of  
complex experiments  
such as discovering

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which neurological disorders were linked to which colors.

## **Color Psychology and Color Therapy: A Factual Study of the**

...

Green is the most balancing of all the colors. Color therapists usually consider green the safest color and typically start color therapy with it. When you're feeling sad, hopeless, or

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depressed, green can improve your mood.

However, it's important to have a pure green color, as a light green can cause you to tip into anxiety.

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## **What Is Color Therapy, What Is It For, And Is It Right For ...**

Color psychology is a well-known, yet less explored branch of the study of how our brain perceives what it



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visualizes. As far as scientific research goes, there is not much to work with. However, the impact that colors have on our brains is used to manipulate our decision making by multiple facets of society. Personality Based on Color:

**Color Psychology -  
The Ultimate Guide  
to Color Meanings**

Information about  
colour psychology and

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colour therapy  
abounds in popular  
culture. Articles found  
in mass media as well  
as a plethora of  
Internet websites are  
often devoted to colour  
and a range of  
psychological,  
biological, and  
behavioral effects.

**Colour psychology  
and colour therapy:  
Caveat emptor - O ...**

When the subject is  
influenced by a warm

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color such as the color red, his arms deviate away from each other, whereas when under the influence of a cooler colour such as green or blue, even though the reaction is a subtle one, the subject will move his arms closer together.

**Color Psychology  
and Color Therapy :  
A Factual Study of ...**

The first has been to assemble a wealth of

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data on color psychology and color therapy which has a credible basis in fact rather than fancy.

Color readily lends itself to hyperbole and outright charlatanry.

Too many books have put rapture before reason and have thus added little more than confusion to the subject.

**Color Psychology**  
**Color Therapy, First**

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### **Edition - AbeBooks**

Color psychology is the study of hues as a determinant of human behavior. Color influences perceptions that are not obvious, such as the taste of food. Colors have qualities that can cause certain emotions in people. Colors can also enhance the effectiveness of placebos.

**Color psychology -**

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The Color Psychology  
of Black. Black is a  
color of sophistication,  
seriousness, control,  
and independence.

Although, it can also be

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used to show evil,  
mystery, depression,  
and even death. Black  
is a very reserved color  
that completely lacks  
any light as its an  
absence of all the  
colors. It likes to stay  
hidden, in control, and  
separate from others.

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