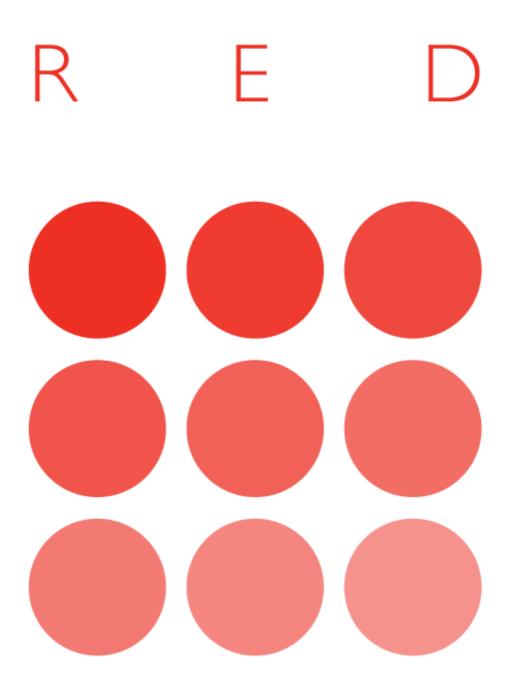


Part Two

Colours explained







Red

Properties

POSITIVE	NEGATIVE	NOTES
ActiveAdventurousAlertAppreciativeAssertiveAudaciousAwakeningBoldBraveBrightCandidChallengingCheerfulConfidentCourageousDaringDecisiveDeliberateDirectDistinctiveDramaticDynamicEagerEnergeticEngagedEnthusiasticExtrovertFearlessFirmFulfilledGallantGroundedHappyHumorousInsistentJoyfulKeenLife forceLively	Aggression Anger Aversion Demanding Destructive Detachment Domineering Embarrassment Exhaustion Feelings of separation Forceful Frustration Guilt and shame Impatient Indifference Materialistic Not good enough Overpowering Provocative Rejection Resentment Stubbornness Talkative Willful	



Properties cont'd

POSITIVE	NEGATIVE	NOTES
Material side of		
life		
Matter-of-fact		
Motivated		
Noticeable		
Optimistic		
Passionate		
Passion for life		
Persevering		
Persistent		
Positive		
Powerful		
Practical		
Provocative		
Quick		
Resolute		
Self-assured		
Self-motivated		
Self-reliant		
Sensual		
Sexy		
Sparkling		
Speedy		
Spirited		
Spontaneous		
Straightforward		
Strong-minded		
Strong-willed Survival issues		
Tenacious		
Tireless		
Unwavering		
Upfront		
Vital		
Vivacious		



Expression

Speedy, happy, physical, erotic, materialistic













Personality

If you predominantly wear the colour red it will reveal the following about your personality:

Wearing predominantly red commands attention, and shows that you are an energetic person with a passion for life. Whenever you want to achieve something you display determination and will power to get what you want. However, you must use your energy and willpower in a constructive way so as not to create selfish and destructive behaviour.

When things are not happening quickly enough for you, you can get very impatient, frustrated and angry. One of the major things for you to learn in life is not just to have patience with others, but also with yourself. Being a good listener could be a challenge for you.

You want to excel in everything you do, and you have a need to be the best and thrive on attention and admiration. You are courageous, a born leader and a great reformer. You have great passion for any cause you believe in and are motivated to try any new ideas.

You can be materialistic, but this is just masking insecurities of personal survival issues. By keeping yourself busy all the time you are creating a false sense of self worth disguising those feelings of emptiness within with continuous activity.

Red also indicates passion and as such can be used as a provocative, exciting and seductive colour.

More about red Your health is often measured by analysing your blood. Everyone knows the significance of blood and we all associate red with passion, energy, vitality and enthusiasm. The colour red can make our blood pressure and temperature increase as well as heart rate and libido! Whoever suffers from varicose veins or high blood pressure should be aware not to wear too much red. Red light has a positive effect on scars and muscles.

> All Fast Food Restaurants will use red in their logo because this colour is fast as well as 'exciting and encouraging'. Do you know you will eat more and even spend more money



when surrounded by red because red stimulates the sensory nerves; smell, sight, hearing, taste and touch. That is also the reason that many casinos use red carpets or furniture because red is a materialistic, inspiring and stimulating colour. Ferrari has chosen red for the same reason; it is fast, powerful and domineering. The planet Mars is called 'the red planet' and rules passion, sex drive and even aggression. Worldwide there are 'red light districts' and people describe aggression with 'seeing red'.

Connotations Fire engines Red traffic lights Seeing red – high blood pressure Infra red sauna

Crystals and gemstones

Bloodstone Coral Fire opal Garnet Red jasper Rhodonite Rhodochrosite Rubellite Ruby Sardonyx

Food

Red meat, beetroot, radishes, red peppers, tomatoes, cherries, strawberries, kidney beans, chilli peppers, clove, cumin, chilli, cayenne pepper, raspberries.

Red food can increase your levels of energy, drive and vitality. Eat some red food when feeling light-headed, low in energy or stamina. Red is stimulating, warming and strengthening for the body.

Opposite Colour

Green