

Carpe Diem – Seize the Day Blog

Editor's Note: Content presented in the Carpe Diem – Seize the Day Blog is for awareness and informational purposes only, and it is not meant to be a diagnostic tool.

This is the 4th and final blog in our series about the power of color. In this edition we examine how color affects our bodies.

How does color affect our bodies? Ever since reading the book **The Power of Color** by Morton Walker D.P.M. I have been fascinated by how color affects the brain and the body. I still marvel at how strong and powerful the brain-body connection is. My friends from healthinfocus.net will help us answer the question, “How does color affect our bodies.” Remember, the information listed in today’s Carpe Diem-Seize the Day Blog is not a one size fits all. Different people may react differently to the information listed under each color. Sit back and have some fun. You may be surprised at how much information about color pertains to you.

Depending on how I am feeling on any given day or my professional activities for that day, I tend to dress in the color that helps me to be at my best each day. For example, if I am doing a presentation and need extra energy, I will wear pieces of clothing that contain the color **red**. If I need to raise the energy level of the participants in attend my presentations, I will use **red** backgrounds on some of my PowerPoint slide or use red for some of my fonts on a slide. However, it is important for me to remember that too much of the color **red** may result in stress or anxiety issues for the participants in presentations. I have to be careful and remember that too much **red** or too little **red** may not have the desired effect that I want on the members of my audience. Other ways that the color **red** affects our bodies are:

- Stimulation of the adrenal gland and brain cells.
- Provokes anger and frustration.
- Induces stress.
- Enhances our metabolism.
- Stimulates heartbeat and breathing.
- Raises blood pressure.

As you can see, the color **red** has different effects on our body.

Yellow is one of my favorite colors. If I am feeling tense or irritable, **yellow** will increase the release of serotonin which helps put me into a better mood and evokes pleasant and cheerful feelings. Healthinfocus.net did state that too much exposure to **yellow** causes fatigue. In addition to mood enhancement, **yellow** does speed up our metabolism. On occasion when I have had to conduct a training and my mood is not where it should be, I will usually wear a **yellow** necktie which helps to improve my mood.

Another color that I wear all the time that impacts my brain-body connection is the color **blue**. Healthinfocus.net says that **blue** most liked color by people in America. As a professional trainer, I have had to go into some hostile environments at times. The participants either did not

want to be there, or they were made to attend. I made sure that I wore plenty of **blue** clothing items, **blue** shirt, **blue** tie, and **blue** pants. I made sure that some of my PowerPoint slides either had a **blue** background or contained **blue** fonts. As blue has a soothing and calming effect on the human mind, I wanted to make sure that I did everything I could to flood my participants with the color **blue**. Once again, I had to balance my use of the color **blue**. Too much exposure to the color **blue** can cause depression. One final fact that you may find interesting about the color **blue**. Blue suppresses your appetite. That is one reason why you do not see a lot of restaurants with blue motifs. By suppressing their customers' appetite, they would stay in business for very long.

When I am feeling under the weather, I tend to surround myself with the color **green**. **Green** has a healing and hygienic effect on the body. Governor Andy Beshear of Kentucky has used the color **green** to honor those who have passed away due to the COVID-19 virus and to promote mental and emotional healing for all Kentuckians. Each day when a Kentuckian has passed away due to the COVID-19 virus, he has encouraged all Kentuckians to light up their houses and neighborhood in **green** lights at night. Each night the Governor's Mansion and the State Capital building are lit up every night with **green** lights. Another effect of the color **green** is that it relaxes the body and alleviates stress.

The color **orange** is not a color that I wear very often except on Sunday during football season when the Bengals are playing. There are times when orange does not seem to do anything for the Bengals. You see, **orange** is supposed to increase the oxygen level to the brain, stimulate mental abilities, and increase mental activity. Watching the amount of mental mistakes the Bengals make during a game, I do not think the color **orange** is working for them. I can attest to one thing the color **orange** does. It stimulates and increases appetite. Unfortunately for me, this is not a good thing. But, I do compensate for this stimulated and increased appetite. I tend to wear more of the color **black** as it makes me look slimmer.

I would like to wrap up this edition of the Carpe Diem-Seize the Day Blog with one final color story. Having played football in high school and coached football when I taught, one of my favorite college football teams was the University of Nebraska. They were good. Nebraska football was a powerhouse in the late 60s and throughout the 70s. Being physical and aggressive were their main characteristics. I guess you could say the testosterone at the University of Nebraska was running wild. I need to note here that the colors for the University of Nebraska were red and white. This leads me to my final color – **pink**. The significance of the color **pink's** brain-body connection is that it reduces anger and aggression. Focused and coached the correct way, a little anger and aggression toward your opponent is a good thing to have in a physical game like football. It has been noted that the visitor's locker room at the University of Nebraska was painted **pink**. Thus, it goes without saying that the University of Nebraska had a built-in advantage every time they played a home football game.

I always try to use color and its effect on the brain-body connection to my advantage. I never use the power of color to take the place of advice and/or treatment from a qualified medical professional and neither should you. I use color as an extra layer of protection or benefit but never at the detriment of my health. I use color to prop up my mood, for emotional healing, and to alleviate stress and anxiety. Knowing how companies package their food products makes my

weekly trip to the grocery store a shorter trip. If I want to eat healthy, all I do is look for food that has green packaging. When I go out to eat, I need to find more restaurants that have a decorating color scheme of blue rather than typical red and yellow. After reading this series of blogs about color and its impact on the brain-body connection, take time to examine the role that color plays in your life. Use the power of color to your advantage.

Remember that the effect of color is not a one size fits all. I have not written about all colors. I may have missed writing about your favorite color. Experiment with various colors and see how they make you feel. Finally, I would like to say that you should use the power of color to your advantage and do not let the power of color take advantage of you.

Editor's Note: The Carpe Diem – Seize the Day Blog will be distributed and posted weekly.
Always remember – **CARPE DIEM – SEIZE THE DAY!**

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