



The Beauty of Color

By Nada Rashed, CAM Practitioner

Different colors can have different effects on the brain and hence on the overall emotions. It is proven that every color has its own therapeutic value and each one can be used to treat a particular physical or emotional problem resulting from an unbalanced level of vital energy.

RED:

Red is the first color of the rainbow colors and is associated with love, blood and the essence of life. However, in therapy red has a different meaning and its applications are different. Red color is used for excess energy release or for raising the energy levels when they are down. It governs the gonads, the reproductive organs, the ovaries and testes. Mars is linked to red and the mother goddess of India which is always representing creation. Buddhists regard red as the color of activity and creativity. When you get exposed to red, it encourages you if you are timid; it stimulates you to push to drive you. Lots of restaurants use red in their decoration as this encourages people to eat and go rather than linger. Time appears to pass

more slowly in restaurants with red décor. Also red is a general stimulant therefore, people will tend to get hungry in such a red surrounding. You will also notice that the majority of the fast food packages are in red wrappings because of the color's connection with speed. Overall, red is a symbol of life and strength. Faber Birren, an American color analyst reported to the International Color Association's 2nd Congress on the effect red has on the human body: "Exposure to red can increase body temperature because of increased heart rate action. Warmth of it tends to raise blood pressure, respiration rate, brain activity and to prod the autonomic nervous system. Dimness and coolness of the color tend to have nerves effects". The first chakra

(energy center) is at the end of the coccyx which has the basic color red. Situated where it is the chakra radiated downwards connecting us to earth and is related to our physical existence. The Base chakra contains our primal energy. It is also related to sexuality and hence any sexual deficiency is to be addressed from that chakra. A person with a low sex drive or general low energy levels needs to address that chakra with its basic color. Different stones/crystals can be used to balance the red deficiency such as Ruby which is beneficial for emotional problems, energizes you, and builds self-confidence. Another stone is the rose quartz which is good for building self esteem and creates emotional balance. Garnet is good for people that

Source: Creative visualization with color by Brenda Mallon.