

MAXIMIZE YOUR SIGNATURE COLORPRINT™

The purpose of these few pages is to introduce you to the Signature ColorPrint™ system while allowing you to discover for yourself how your own Signature ColorPrint™ can enhance your life.

A Signature ColorPrint™ is a tool designed to help you discover which wardrobe and cosmetic colors will best accentuate and compliment your own natural coloring. A Signature ColorPrint™ builds confidence while saving you time and money.

As you review the following pages you will discover how this invaluable tool can be used in so many different dimensions of your life. Each Signature ColorPrint™ is unique and as individualized as your own fingerprint.

The Signature ColorPrint™ used throughout these pages belongs to our model, Janet. As you review these pages you will see how Janet's Signature ColorPrint™ takes her from "all right" to "wow". Your Signature ColorPrint™ can and will do the same thing for you. We hope you enjoy your self discovery of how to create your own outstanding life. Now, let's begin by meeting Janet.



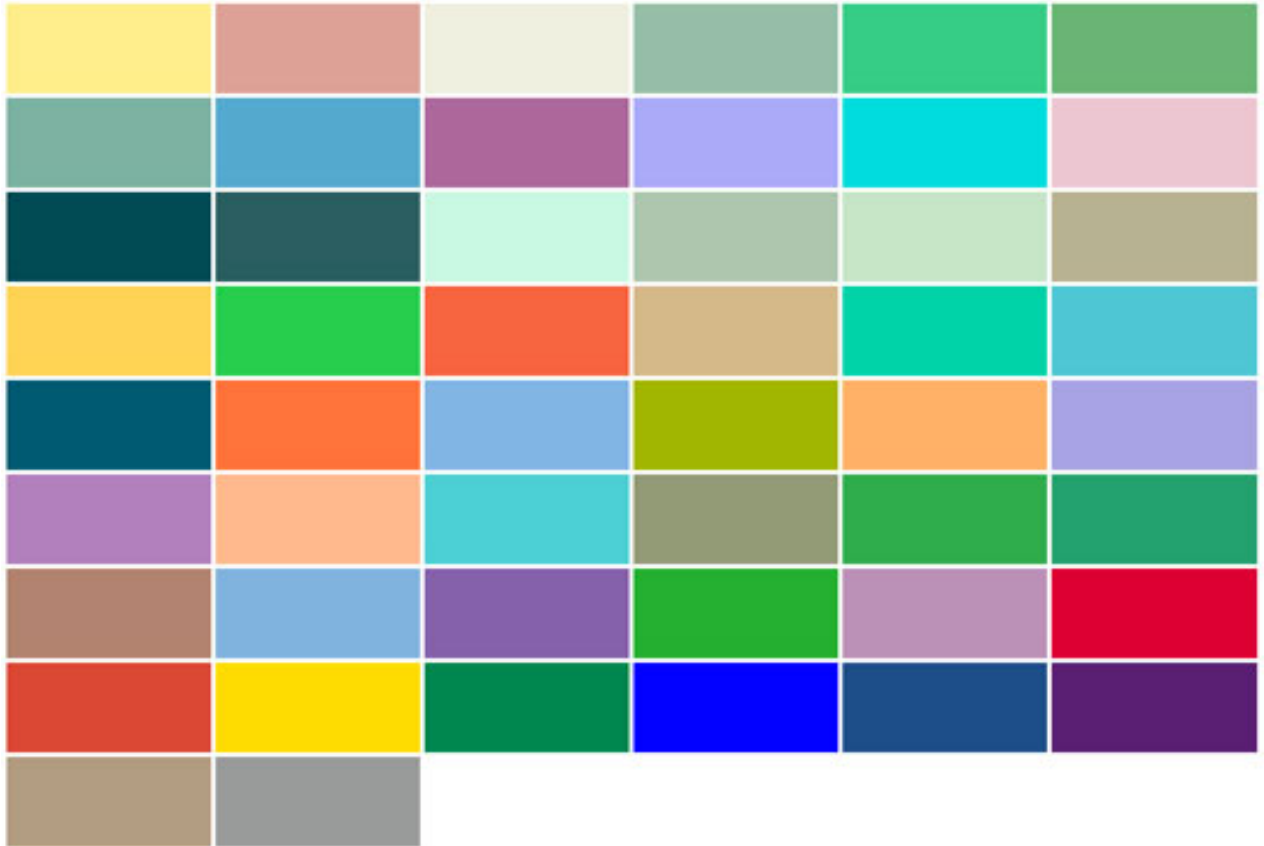
This is a picture of Janet after she had completed her Signature ColorPrint™ analysis and cosmetic consultation. There is no limit to the number of colors Janet could wear. Her Signature ColorPrint™ focuses on approximately 50 of her very best colors.

Although all colors are important, we want to focus first on what we call "essence" colors – those colors that repeat and compliment the natural coloring that Janet has. We have displayed Janet's eight essence colors in the chart below.



Janet's eight basic essence colors

If essence colors seem like a new concept to you, don't worry. We will explain how to use them and better yet, how to make them work for you. In addition to the eight essence colors, Janet also has 50 other colors show below. Notice how each of these colors either repeats Janet's coloring or adds a complement to it. She would look absolutely stunning in any one of these.



Janet's best wardrobe colors

Now, let's demonstrate the difference color makes in these Before and After photos of Janet.



BEFORE

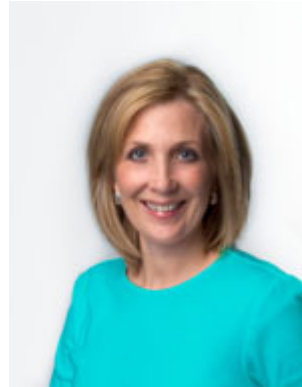
Janet pictured without cosmetics and dressed in a color that is not in her Signature ColorPrint™.



AFTER

See the harmony as Janet is dressed in a color from her Signature ColorPrint™ and wearing cosmetics that are recommended for her, based on her own personal skin, hair and eye color.

Can you see how color is the most vital component of your wardrobe?



Notice how this first color, which is not one of Janet's best, appears harsh on her? This color is not found in her Signature ColorPrint™. When Janet dresses in clothes that are in her Signature ColorPrint™ as she is in the second photograph, the eye flows from top to bottom, creating a halo of harmony instead of confusion for the eye.

Look at the first photograph again. What do you see first? If you are like most everyone else, you see Janet's blouse and then Janet. The color appears harsh and distracting from her natural beauty. Now look at the second photograph again. Notice how you see Janet first and then her clothing. Buying clothing and dressing in your Signature ColorPrint™ insures that you always look your best. Remember, it doesn't cost any more to wear a color that is harmonious than a color that is fighting against your own personal coloring.

As we demonstrate all of the components of Janet's Signature ColorPrint™ we may use some terms that are foreign or new to you. To assist you in your discovery of the joys of having your own Signature ColorPrint™ we have included a list of some of the most commonly used terms and their definitions.

Definition and Explanation of terms:

Techno Hue Glossary:

Hue: When we speak of hue, we are referring to the color.

Value: Value is defined as the lightness or darkness of a hue.

Intensity: Sometime referred to as chroma, this is the purity or saturation of a color.

Skin Value: This represents the color or hue of the skin. The skin value is comprised of a combination of elements, namely the hue, value, and intensity.



Janet's Skin Value

Hair Value: The color or hue of the hair. The hair value is also comprised of a combination of elements, namely the hue, value, and intensity.



Janet's Hair Value

Eye Value: The color or hue of the eye. The eye value, like the skin and hair value is also made up of a combination of elements with the hue, value, and intensity being the main ones.



Janet's Eye Value

Skin Intensifier: The color or hue of the color that is directly across the color wheel from the Skin Value. This color creates drama when used with the Skin Value.



Janet's Skin Intensifier

Hair Intensifier: The color or hue of the color that is directly across the color wheel from the Hair Value. This color creates contrast when used with the Hair Value.



Janet's Hair Intensifier

Eye Intensifier: The color or hue of the color that is directly across the color wheel from the Eye Value. This color creates drama when used with the Eye Value.



Janet's Eye Intensifier

Power Color: The eyes, the window of your soul, deserve to be emphasized. Your power color is a more intense color of your eye color and will be especially complementary to your total look when worn as a part of your clothing.



Janet's Power Color

Power Color Intensifier: The color or hue exactly opposite on the color wheel that complements the Power Color. This color, when worn alone, will enhance the Power Color. The combination of the Power Color and the Power Color Intensifier will create drama in your image. Use this color with any of the other colors in your Signature ColorPrint™.



Janet's Power Color Intensifier

Neutral Best Basic: This color can be worn with any color combination. It is a universal tone that should be used for basic pieces of clothing such as shoes, handbags, jackets, coats and pants. Neutral best basic colors will extend the wardrobe by providing many more combinations without a lot more pieces.

Because they are neutral in color, they are least remembered and can be worn successfully with every other color in the Signature ColorPrint™.



Janet's Neutral Best Basics

Essence Colors: Your Essence Colors represent the color value of your Skin, Hair and Eyes.



Janet's Essence Colors

COLOR TIPS: Once you receive your Signature ColorPrint™, use this document as a reference to periodically review your colors and create new and exciting looks using your best colors.

For your most accurate representation of your colors, we have discovered that printing your Signature ColorPrint™ on photo quality paper allows you to reproduce a copy of the colors with good color resolution.

Any time you can repeat your own personal or essence colors in your wardrobe you will create harmony. You can bring your entire persona into harmony and balance when you know and wear those colors that repeat and represent the color of your skin, hair and eyes. These colors will be your most flattering and bring pleasure and beauty to the eye of the beholder. When you wear harmonious colors, the eye flows from top to bottom, head to heels. You look fit, healthier, trim and over all more put together.

To further illustrate the value of wearing the correct colors notice the difference between these two pictures of another model, Pennie. In the two photos, see what you notice first. In which one do you notice the clothes first and in which one do you notice Pennie first and *then* the clothes? Notice how the wrong colors have a tendency to age and drain the color out of Pennie while the correct colors enhance, enliven and create an over all more pleasing picture.



Pennie in the wrong color without cosmetics.



Pennie wearing her correct colors and cosmetics.

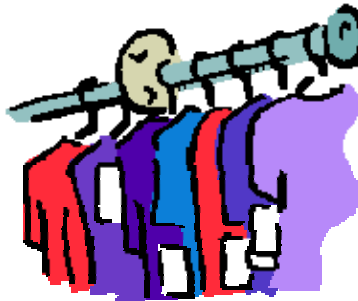
When you wear colors that are not your best it gives the appearance of heaviness. Your skin appears more pale, saggy and reflects shadows in your face. Your eyes appear dull and lifeless. Your hair, your crowning jewel, takes on a brassy look. The observer's eye

will be drawn to the imbalance, figure flaws and unharmonious color whether it be the dress, hosiery, shoes, nail polish, or cosmetics. They will see color first, figure flaws second and eventually a poor representation of you.

Color can also be overpowering if it is not harmonious. Wearing a strong color that is not found in your Signature ColorPrint™ is not a wise choice. You have probably noticed this many times before when you see the person's clothing long before you notice the person wearing them. Colors that are not your best will drain you of energy or overpower you.

Contrast this with how you feel when you are adorned in your Signature ColorPrint™ of harmonious colors from tip to toe. Feel the halo of harmony and balance as well as the very smooth, pleasing flow of your color choices. Enjoy energy and confidence like you have never felt it before when you are wearing colors that resonate with your natural essence coloring. It doesn't cost anymore to purchase your correct colors than it does to purchase the wrong ones.

Commit now to never purchase another article of clothing that is not in harmony and balance with your own personal coloring as represented in your Signature ColorPrint™.



Color Tip: Even a bargain isn't a bargain if it just hangs in your closet unworn.

Color Tip: If you chose to change your hair color dramatically, consider getting a second Signature ColorPrint™. You will want to look your very best no matter what hair color you are wearing.

Remember that color is always working for you or against you. The choice is yours, yet many individuals overlook this one powerful tool and exist through a lifetime of experiences without ever really learning how to "live" in their correct colors. Over a lifetime, we invest a lot of money in a wardrobe. Whether it is money "invested" or money "wasted" depends on your color knowledge. Be smart about your clothing choices. Why would you want a color that is not working for you? Why would you ever want to purchase anything that is mediocre and wear it next to your face when you have an entire world of harmony at your fingertips?



The first color on a Signature ColorPrint™ is called your "Skin Value Color". This color represents your Skin Value. Notice Janet's shown below.



Janet in her Skin Value Color

Your Skin Value reflects your actual skin tone and can be worn in your wardrobe to achieve a very soft, subtle look. Wearing this color will enhance your skin tone because it repeats your actual Skin Value.



Janet dressed in her Hair Value

The second color is your Hair Value. This color will become one of your most dependable colors in your wardrobe. Enhance your hair value by repeating this color in your clothing. Your Hair Value will be one of your neutral best basic colors.

A neutral best basic color can be worn effectively with every other color in your Signature ColorPrint™. Imagine the combinations you can create even with just a few pieces of clothing by using your neutral best basics. For instance, a pair of pants representing your hair color could be worn with a top of any other color in your Signature ColorPrint™. You can have a functional, attractive wardrobe with fewer pieces and create that stunning image you deserve.



Janet dressed in her Eye Value

The third color reflects your Eye Value. Your own Eye Value is the friendliest color you can wear. Others will be attracted to you when you wear this color in clothing.

Your skin, hair and eye value colors are representative of your personal or essence coloring. These colors can be worn alone or together in your wardrobe. By mixing and matching these colors, you will discover some exciting combinations.

Are you feeling like a touch of drama? When you wear your **Skin Value** and your



Skin Value and Skin Value Intensifier

Skin Value Intensifier, you will create a dramatic combination not soon to be forgotten. These two colors will be unforgettable when worn together. For a different, but just as stunning flair of drama, wear your Hair Value and your Hair Intensifier colors together.



Hair Value and Hair Value Intensifier

This, too, will create a dramatic interest. Would you like to turn heads and be noticed? Try mixing your **Eye Value and your Eye Intensifier**



Eye Value and Eye Value Intensifier

together to create a combination that will be very flattering. Mixing two or three Intensifier colors will also create that one of a kind unique look.



Janet dressed in her Power Color

The fourth color is your **Power Color**. Your eyes, the window of your very being, deserve to be accentuated. You can do this by wearing your Power Color which is a more intense color of your Eye Value Color.

In most cases, this color will serve as another Neutral Best Basic. This color will be very complementary when worn in clothing. This color will create interest and when worn in clothing will draw others to you.



Janet dressed in her Power Color Intensifier

As with your other intensifier colors, the Power Color Intensifier is a great compliment to the Power Color. Worn alone, the Power Color is harmonious. Paired with its Intensifier, you will discover a dynamic color combination that will flatter the natural coloring nature gave you.



Janet's Power Color and Power Color Intensifier

Color Tip: Be creative with these eight colors to really showcase your personal coloring.

In addition to our unique coloring, nature has provided each one of us with seven basic colors that are shown so vividly in a rainbow. We refer to these colors as our **Energy Colors** as many times they are responsible for the energy we do or do not feel. If we are lacking in these color harmonies in our surroundings, we have a tendency to feel out of balance. These Energy Colors are shown among the last nine or ten colors of your **Signature ColorPrint™** starting with red, orange, yellow, green, blue, indigo violet. These colors will balance the energy of your **Signature ColorPrint™**.



Janet's Energy Colors

If the colors are too strong for your entire ensemble, consider wearing them as accent colors such as in the pattern of a blouse, scarf, tie, etc.

All of the rest of the colors in your Signature ColorPrint™ are also chosen exclusively for you. They are harmoniously linked to your natural essence coloring.

Experience true freedom when you realize there are hundreds of possibilities to positively accent your appearance. Be creative. Mix and match. Dress with confidence every time knowing that these colors will present your most successful image. They truly are your best. Why wear colors that are sub standard or mediocre when it costs no more to wear colors that are vibrant, energizing and flattering?



Janet's Neutral Best Basics or Professional Colors

Do you have an important review with the boss or business meeting? Try navy and white. This will be your most professional color combination. Other neutral basics that will complement your business attire will be grays, taupes, tans, camels, dark browns and black. Not only are they solid business colors, but they can be effectively and harmoniously mixed and matched with every other color in your Signature ColorPrint™ thereby extending your wardrobe.

The last two to four colors of your Signature ColorPrint™ located right after your energy colors are your best metal colors. These are the colors you would use when choosing jewelry, eye glasses, belts and clothing in metal colors. These metals will be most harmonious with your natural coloring and will blend beautifully with every other color in your Signature ColorPrint™.



Janet's Metals

Color Tip: Your cosmetics are a vital part of your image and those color choices should never be left to chance.

Here is a list of Janet's customized cosmetic recommendations which she received when she had her Signature ColorPrint™ completed. Her Signature ColorPrint™ took the guess work out of trying to identify which cosmetic choices would best complement her natural coloring.

Cosmetic Recommendations designed exclusively for Janet.

Step 1: Face It! Nude Mineral Powder Foundation followed by Medium Mineral Finishing Powder



Step 2: Accent it! Regal Rose Mineral Powder Blush



Step 3: Eye It! Lavish Linen, Crystal Blue and Berry Goddess Mineral Power Eyeshadows



Step 4: Define It! Coal Eyeliner

Lush Black Mascara



Step 5: Enhance It! Blondi Browliner



Step 6: Line It!



Step 7: Color It!



ADDITIONAL EXAMPLES OF A SIGNATURE COLORPINT™

