



# #96 Color Psychology with Mehnaz Khan

Mon, 7/5 8:26PM 34:38

## SUMMARY KEYWORDS

color, seasonal depression, people, emotions, life, clients, blue, michelle, feel, feelings, black, website, pink, create, shade, house, environment, paint, attracted, drawn

## SPEAKERS

Mehnaz Khan, Michelle Glogovac



Michelle Glogovac 00:01

You're listening to the my simplified life podcast and this is episode number 96. Welcome to the my simplified life podcast, a place where you will learn that your past and even your present. don't define your future. Regardless of what stage of life you're in, I want you to feel inspired and encouraged to pursue your dreams, simplify your life and start taking action today. I'm your host, Michelle Glogovac, and I'm excited to share my stories and life lessons with you. We'll taking you on my own journey. This is my simplified life. Hey, friends, welcome to another episode. I'm your host, Michelle Glogovac. A question that my kids ask me and others quite often is, what's your favorite color? It's a question that we are asked very early on, and honestly, color plays a role in our lives forever. From the clothes we choose to wear to the paint color and furniture colors, we choose to what we want our brand colors to be. Why do we choose the colors we do? manasse Khan is a color psychology specialist, and helps people select colors in their homes, clothes and brands that create certain emotions. There's a reason why we gravitate to certain colors, and why we feel the need to change pink colors in our living room. on a whim, we are chatting about the importance of choosing the right colors in your home and for your brand. Along with why the color black isn't actually very slimming. I'm all about shades of blue, and many of the rooms in my house have blue in them, but it's not monochromatic, which according to manasses is actually a good thing. Hi Mehnaz!



Mehnaz Khan 01:53

Hey Michelle, how are you?

**M** Michelle Glogovac 01:55  
I'm so good. How are you?

**M** Mehnaz Khan 01:57  
Awesome.

**M** Michelle Glogovac 01:58  
I am looking forward to hearing about what you're going to teach us on today. Because it's all about color psychology. And I love that they're you know, colors make us feel different things. And you're the master in telling us what those feelings are so. So you are going to teach us everything there is about why we should use certain colors where we should use them. I can't wait. Can you take a moment and introduce yourself to everyone please?

**M** Mehnaz Khan 02:25  
Yes, Michelle, you know, I can't wait to share because this is going to be life changing. And that is for sure. So my name is Mehnaz Khan. I'm an artist and color psychology specialist. And what that means is that I help amazing women just like yourself use color very intentionally and purposefully in your surroundings.

**M** Michelle Glogovac 02:47  
Interesting. So how did you get into this? First of all?

**M** Mehnaz Khan 02:51  
Yeah, so that's a long story. I was always interested in painting. And I knew something something was, you know, different when I used all these colors, but what was it? I wasn't 100%. Sure. And another reason. So that's where my interests developed. But I did not dig into it. The reason I dig into the subject of color environment and the subconscious mind. So these are the three main parts of my framework. And anything I do with my clients, is because I was fatally suffering from depression at one point in life. And seasonal depression was a big thing in my life for eight years. And we had absolutely no idea that it was seasonal depression that bothered me every year and you know, you're lazy, you

don't have energy, you have little kids, you don't know what to do. And then you're fighting with your spouse and, and seasonal depression usually starts at the same time every year, that's mid October to mid March. So that's pretty much half the year. And if you live in upstate New York, somewhere around that kind of climate. It's bad. So it took us a move to Florida to realize that I had seasonal depression. And the reason I do what I do I share this with other people is because understanding the significance of my environment, how environment impacts the subconscious mind and how color can be an amazing tool to create an environment that's restful and stress free, is all because of my story. That's how I came out of this. And that's why I share it.

M

Michelle Glogovac 04:28

How interesting I always thought of seasonal depression as because it's dark. It's wintery. It's, you know, it just gives you this doom and gloom kind of feeling. But is it more? How is it with the color that makes that difference?

M

Mehnaz Khan 04:44

So, you're absolutely right, it's because the sun doesn't make make makes its appearance, right? So we're not getting that full spectrum of life that we need to thrive. And some people are more sensitive than other others but In climates, like in the north east, where winter is really harsh, it's pretty much six months. So if it's not appearing for even a week in a row, that just becomes hard. So the way color helps us Now, of course, the rays of the sunlight has its significance and that we cannot bring out. Color, I think it's important to understand that how color works basically. So color is not the property of an object. Color is an object just reflects light into our eye, an eye, our eye takes that light, and turns it into electromagnetic impulses and sends that message to our brain. And depending on the light that entered and light is measured in wavelengths, our brain does some computation. And according to that wavelength, the brain figures out what color it is, that was reflected into our eye. So this processing happens in our part of the brain, that's known as the hypothalamus. hypothalamus is also the part of the brain where our entire endocrine system is governed. So hormones, appetite, metabolism, mood, behavior, emotion, parts, feelings, body temperature, reproductive functioning, endocrine system, all of this stuff, every time a color is processed, which is basically light as process, something else triggers. So this is why you can use color, too, as a tool to help cope with seasonal depression. So it's not like we can bring more sunlight in. Now, there are other ways to do that there are full spectrum bulbs that you can use, but you can use colors to change those emotions and feelings that you are having during those seasonal depression, or depression days.



Michelle Glogovac 06:43

This is so interesting. It's so much deeper and complex.



Mehnaz Khan 06:49

I'm glad you said that, you know, I really appreciate that because it's not when elementary school and it's not about primary colors and secondary colors. Colors are really complicated. And it's pretty much like if you get it wrong, there are negative impacts just like anything else.



Michelle Glogovac 07:06

And so why is it that we're drawn to certain colors like you, My kids love to say what's your favorite color. And you know, I'm drawn to blues, and my entire house is the kitchen is a shade of blue, my bedroom is a darker shade for one wall, I have barn doors that are a shade of gray blue, my bathroom is a blue, I'm a little obsessed, you seen my logo, it's the same color that really is throughout the house. that draws us to these certain colors.



Mehnaz Khan 07:36

Right? So, um, I have an article out this month that I'll send you the link. And if you know the audience wants to read it, it's about the different shades of blue and their meaning. So why are we drawn to certain colors? That's a great question. And just what I was talking about color impacts emotions and feelings and thoughts and behaviors. So the best part this is the most interesting part is that internally, something is going on internally, and that creates our attraction to different colors and different point of life, different season of our life. So you might have noticed some days, you know, somebody so overwhelmed, they want to shut down and a color that could be attracted to be gray, or it could be white. So one of my clients before she was my client, and before we started working together, I met this lady in a group, and she wanted everything white. She was wearing completely white, she wanted her space to be wide, her branding, there was just so much white going on in her life. And instantly that was an indicator of something is going on. So she was using white to shut shut down or isolate herself. Because it seemed like emotionally and mentally there was too much going on in her life. So when we started working together, it turns out, you know, it's a deep dive, it's going inside. We don't even talk about colors. Initially, it's understanding what's internally going on. So it turned out that she was going through a divorce. So that's a big, big thing in anybody's life. And it's a form of grief, also. Going through divorce, she was in financially stable, she was dependent on her husband, and now she's separating. So she had to create that stability also be independent. And

then she had kids were almost teenagers. So there was a lot going on, and she wanted to shut out all the noise. So our color choices change. As we grow older, again, what season of life we are going through what emotionally mentally we're going through. And that's where color can be a huge indicator of what's going on internally.

M

Michelle Glogovac 09:44

That's interesting. And you know, I've had a client who was the same way with the all white and I was like wow, this is just so boring. No for me, this is Tell me what you read on this but when I would move to a different apartment back in my 20s I would have every room a different color. So there was one room where it was bright and bold, and there was red and orange and like a magenta pink. And then my bedroom was khaki, and brown and pink. And then there was the living room that had like a teal and a tan. So every single room was completely different. Does that mean I was just a hot mess all those years?

M

Mehnaz Khan 10:23

No Michelle, I love that. I love that. And I would encourage more people to do that kind of thing. Now, I'm glad you mentioned this topic. So I do interior design. Also, it's part of you know, when I give people color palettes, I just don't leave them with color palettes. And I give them more stuff, what texture, what shapes what materials and finishes their personality aligns with, and they should use it in this space and how they should do it. So many times people have a little bit of a hard time understanding those that I want them to have a different color in every part of their house. Now in interior design, or this has become a trend or fashion kind of thing, that your whole, his whole house should be very unified, right, your whole house should have a connection. I agree with that. And there are ways to create connection. But here's why your whole house should not be the same. Because every room in your house has a different purpose, right? You do a different kind of activity in the bedroom, mostly relaxing and sleeping, the office is completely opposite. You don't want to relax too much and be so calm, that you're not getting worked on. You want to be productive, you want to be energized, you have a home gym, completely different activities, physical activity, cooking is actually more of a physical and emotional activity. So kitchen is different conversational areas is different what you're doing if you have a library different. So it's like, like I was saying colors impact emotion, a simple way to understand colors is that every color is equal to an emotion. Every color is important. Every color does something for you. So when the purpose of every space changes, the activity happening in every space changes, the color changes. So every color supports a certain purpose, a certain emotion, a certain behavior. So if you have the same color throughout the house, that's like you're not doing the same activity throughout the house.

Right? Does that make sense?

M

Michelle Glogovac 12:14

Absolutely. Now, what about different shades of the same color? So I've mentioned blue, and every room has like the bedroom? The bathroom? The kitchen? Or all have a different shades of blue?

M

Mehnaz Khan 12:25

Yes. Blue? Yeah, that's perfect. Different shades of blue is going to change the meaning of blue. And that's something that I mentioned in that article that I was just mentioning. So you know, if I had a dime for every time somebody asked me an Instagram dm, like, What color? Should I paint my walls? I don't know, honestly, the answer is I don't know if I say blue. What blue are we talking about. And you know, we have different perceptions. Even if we live in different parts of the world, let's say a different blue, a different blue comes to everybody's mind. So we really have to look at the color to know what exact tone or shade we're talking about. So let's say turquoise, Aqua, teal, light blue, they're all shades of blues. But there's a little bit different in their formula. So some has yellow added to it, some had some one might have more yellow to it, the other one will have black to it, some might have gray to it. So they have different compositions. And that tells us how the reaction is going to be. And this is why certain people, like certain shades of blue and other people don't appreciate it. Because we have different personalities. And then our personalities are attracted to different colors.

M

Michelle Glogovac 13:39

I'm loving this this is so this is totally fascinating. So now let's talk about how we use this in our businesses. Because the whole reason that you and I connected was because you actually looked at my website, you looked at my logo, and you sent me a voice memo, all about the colors that I'm bringing out in emotions for people. So let's talk about how people can use that to better you know, their sales tactics per se or just to attract the right people.

M

Mehnaz Khan 14:08

Yes, yes. That's a great question. Another great question. So Michelle, you since you help entrepreneurs, and I'm sure you have heard this, everyone has heard this so many times they say it's fluff, you know, color and branding and a fancy website. All of this stuff is fluff. Some of it I agree. But when it comes to color, whether it's on your logo, whether it's on

your website, or especially if you're doing zoom call with your client, this space behind you, that's free real estate, to tell the client send them a message at a subconscious level about who you are. Your brand is without having to use work. Now colors are extremely crucial, because just like we spoke, they impact us at a subconscious level. They impact our emotions, our thoughts, our feelings, and color is the first thing the human mind recognizes. I want to repeat that colors the first thing the human mind recognizes that Then it recognizes shapes, and then it, we read words. So before, let's say you're in a zoom meeting, before you have even said anything, the colors in your zoom background have already created an impression about you. You also want to remember color, which is light, light travels faster than sound. So before your client hears your word, and you get to introduce yourself, the colors in your surrounding, again, if they're your branding colors, or your brand logo or an artwork, or whatever it is behind you, it should be very strategic, and the colors should definitely be strategic. So you are communicating the right message.

**M** Michelle Glogovac 15:37

A little disappointed right now, because all of my zoom calls I've been taking this year in my dining room where I get the good lighting, but behind me are these kind of silver metallic curtains that are just kind of block. Okay, so I feel like I'm attracting the wrong

**M** Mehnaz Khan 15:59

Well, you can change it now. So totally free real estate, you know, you don't have to do anything about this my ground, but being just a little bit conscious about it can make a difference.

**M** Michelle Glogovac 16:12

Let's talk about my color just so people can get an understanding of what you do when you work with your clients. So you've seen my logo, it's this gray, blue. And then I've got some I've got gold for the wording. And then on my website, it's those two colors and then mixed with a lighter blue. What is that conveying to potential clients to my clients? What am I saying to them?

**M** Mehnaz Khan 16:37

Okay, Michelle, I think I'll have you repeat that, because I don't remember exactly what I did. But I'm not looking at the colors right now. So sorry, it's been a while, right. But I'll explain a little bit of the process, how it works. Um, we talk about what your brand is. So if

you're a small business, mostly your brand is your personality, we talk about the personality of the brand. What do you want to communicate to the clients and it's literally we wrote, write down the words, honesty, trustworthiness, you want the clients to get excited at different colors, do different things, and colors and practice at an emotional level. They impact us at a mental level and physical level. So we take those brand keywords, the again, the emotions, and the behavior is the message you want to communicate to the client and literally take those words and translate them into the language of color. So you're still sending the same message without having to use words.

M

Michelle Glogovac 17:38

And then What colors do you associate with those words? Like? How do you know which ones go with With what?

M

Mehnaz Khan 17:45

Yeah, so it depends on what the words are. Of course, that's that's what I've been working with, right. And so I know what what is going to be, let's say, blue is a color that always mentally impacts us at a mental level. So it's always going to create some sort of mental either stimulated a mental level or calm you down. Whereas red or dead or waves of red impact of at a physical level. So if you go to my Instagram, not so much now, but if you go to my website, you will see a lot of pink and blue happening again, you have to go and see it. So you can see that particular shade of pink that I'm talking about, and the particular shade of blue I'm talking about. So those are very strategically chosen, I get this message. Also this dm also that pink is my favorite color. Pink is not there, because it's my favorite color. But it's there because I want people on my website or my Instagram or when they see my branding to feel a certain way. I want them to be physically relaxed to calm and soothe. feel those emotions of soothing and relaxing tranquility. And that's what pink does it physically calm that particular shade of pink again, physically relaxes, and I'm talking about the light pink, there is some dark pink, which is like more like a magenta pink also on my website a little bit. And that's more stimulating. So that gets people excited. Whereas the blue on my website is about. So my work as a creative work. There was interior design also. But at the same time, it's not just about creativity, there's also a lot of mental process. So blue is the color of the mind. And it's about building trust. So that's the way of use those keywords. And again, I need to look up what were my keywords, but that's where it's coming from. And that's how I've chosen those colors.

M

Michelle Glogovac 19:45

Interesting. Now, what would you tell someone if, say they're certain colors that are

associated with the words that they want to use, but they don't feel drawn to them?

M

Mehnaz Khan 19:57

Okay, so let's say Another one is people say they don't like yellow pages just hate yellow or orange, those are common ones. So what that means is that you're looking at the wrong tone of yellow, there is a tone of yellow for everyone. So the way we understand color is or the way we translate this is understanding your personality. So our personalities, which are our natural human behavioral patterns, they have a direct correlation alignment with a mathematical correlation of colors. So if you are not drawn to a certain color, that's okay. Again, it could be those emotions if you are so you know, so much is happening in your life, then color can be noise also, and you don't want that noise. So that's could be a reason that you're not drawn to that color. Otherwise, let's say if I say yellow is a color you should look at, and you'll be like, I hate yellow. So that means you're looking at the wrong tones of yellow. So colors have undertones and they have base colors is you have to find the right tone of yellow for for you, or orange or whatever that color is, there is a right tone, and then you'll you'll just be drawn to it.

M

Michelle Glogovac 21:04

Now this is going to be completely random, but I recorded my closet, so I'm surrounded by clothes. How does this come to play in the clothes that we wear, because I have one really great girlfriend who all she wears is black, black and white, like she lives at White House black market is white and black. I look at my sea of clothes. And the majority again are blue, navy blue, but like light blue, and there's some spots of color? Does color psychology come into play with what we choose to wear as well?

M

Mehnaz Khan 21:39

Yes, it absolutely does. And there's always a reason behind it, why you're attracted to certain color. So I know one person who wears again, I'm not saying this about your friend, because I haven't met her I haven't spoken to her a person that I know, she wears a lot of black and it does not resonate with her personality at all. But she is this person who is really big in size. And that bothers her. So she is trying to hide. Now there's this myth that black is slimming black is not slimming. Black actually adds weight to anything. So any object, the same object in a white is going to appear visually light, whereas black is going to appear heavier. But what a black is doing for her is she kind of feel like she's hiding. So it's that impression in her mind that she is hiding. And she's able to conceal things, but it's not making her look slim. So I mean, we've had this conversation and we know she is going through this. So yes, your color clothing choices do mean why are you attracted to a

color what's again, going on mentally, emotionally, how you're feeling on a certain day, you can use colors in clothing in two ways. Either you are feeling a certain way. And that's where you have pulled out that certain dress from your closet, or else, you know that I'm feeling low today and I want to change that vibes, I'm going to wear something that's energizing, that's going to change my mood. I was at an interview a few weeks ago, and I wanted to appear as really bold and ready and very open to conversation for that interview. So I wore a color that would signal that kind of impression. So yeah, that's one thing I want to add is, you will hear those people saying that look in your wardrobe. And if there's a color that you like, bring it into your home. So let's don't do that because color is what you're wearing is very different in your home in the sense because you can change 10 times a day, but you can change your pink color. Or even if you're buying a bed, a nice quality upholstered bed, it's it's expensive, you wouldn't be changing it in so many years. So that's that's a little bit different clothing, you can be very bold, and the next day you're feeling low, you can completely go opposite. And that's great advice.

**M** Michelle Glogovac 24:05

You should be a stylist and interior design. I love your tip that black actually adds pounds I'm gonna mental note on

**M** Mehnaz Khan 24:14

Yeah, you know, experiment. Anybody experiment if you have a black door in your house, and I mean, this is a big experiment. But if you feel like this door is a little bit clumsy and it doesn't look high quality instead of changing the door painted black, you will instantly feel like this is a better quality door. It's more sturdier. And it's heavier. It just looks like a good quality door. But you can experiment this with any small object also same object black and white. You will notice this difference

**M** Michelle Glogovac 24:43

that's funny you say small objects because we keep talking about painting our house and I want to paint it white with black trim black. Yeah. Yeah. Yeah, me outside. Yeah. Because right now it's yellow. And yellow does not attract me when I pull up to our house, okay, okay.

**M** Mehnaz Khan 25:08

I do like everything, you know, you can still look for that right shade of yellow, it could be the wrong shade of yellow. But even if you want it painted black and white for the look

outside, I'm not big on looks. Because again, look, we all know those that look doesn't get us anywhere, right? Something that looks good necessarily does not mean that you're going to feel in great in that space. A big example is celebrities, we see celebrities, all they have all the money in the world to hire the best designers. But they're going through depression, when they're in difficult times difficult things happen in their life. You know, they're famous people. They can't control we can tell they go through drugs and even suicide. So that's an example. Just because something looks great. That does not mean that you're going to feel great and do great in that space. But the exterior of your home, if you wanted to look a certain way, it's okay. Because you're not, you know, you're not living in that. I mean, you're living inside the house, but you're not seeing it out all the time. Right. It's a little bit about the look, it's okay for the exterior, the interior, definitely start with understanding the purpose, and then matching colors for that purpose.

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Michelle Glogovac 26:17

So interesting. And and would you suggest, say you're selling your home, would you suggest switching things up to get these feelings in case your interior design doesn't actually match what it is, you know, that you're living in.

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Mehnaz Khan 26:33

So if you're selling your home, that's a completely different science, or art of selling a home or staging a home. What they usually real estate agents suggest is to de personalize the space and you really want to take the emotions out so the new potential buyer can see themselves in it. And it's funny, you asked this question because I'm working on a presentation. There's a real estate summit happening in August, and I'm working on the presentation, how can color psychology help the real estate agents? So this came up as a question that when potential buyers go into a house, and they all the points they had mentioned are being ticked marked all of those, you know, how they wanted certain rooms and everything, the house looks perfect, but the real estate agent is confused the the potential buyers like I don't see myself living in here, what's going on. So the problem is that there is no emotion. Now we can't create emotion in that situation. Because there are different kinds of people coming in. They're all want different kinds of emotions. So so what I'm will be presenting to the agents is how they can use colors, and visualization to help the clients visualize themselves with emotions in that space. So selling is a different different art and you want to basically depersonalized so somebody else can see themselves in the space.

M

Michelle Glogovac 27:53

Just this is great. I don't know another word besides fascinating because you know, the fact that you want to use certain colors on your logo on your website to portray a certain emotion versus you want to sell your house and not get the motion. It's just so interesting. There's so many facets to it. Yeah, and the fact that you can, you can work with business owners, you're working with people who own homes, you're working with the real estate agents, you're working with basically everybody because color plays such a big role in our lives.

M

Mehnaz Khan 28:25

It does, it is basically for everybody everywhere. My main focus is interiors. Because again, it can be like you said, in clothing, clothing is a little bit different because you it's not the best to do virtually you want to look at the skin tones. And that's what tells us what color is going to look better on you. And then we have patterns in our eyes, which is again, really interesting, different patterns in different people's eyes to tell a lot about what again, the correlation of color is going to be. So that's not the best thing to do virtually. But for me interiors is extremely important because we live in our houses and our environment, everything in your environment, your decor, the artwork, the wheezes, the texture, the colors, everything in your environment is data for your subconscious brain. And so many times if these things are wrong, they can create anxiety. So anxiety does not always come from I'm thinking about the future, or something happened in my life. Something is wrong, you know, suddenly I'm just in that zone. anxiety can come from elements in your house, something that's just ticking you. I'll give you an example, which is I love this example because everybody instantly understands it. our subconscious brain does not differentiate between perceived danger and actual danger. So for example, if you let's say you go to a hotel for a night and there's a large painting of an elephant in that hotel room, I can tell you for sure you will not be able to sleep at night you'll be anxious online, you'll be twice And turning and you know, you will think the zillion things. Oh, maybe I'm tired, I'm on vacation, I'm missing my bed, I'm missing my home. It's not my room. That's why constantly something is going on. But that painting can be a huge reason. Your subconscious mind is saying there's an elephant in the room. Yeah. So like I said, it doesn't does not recognize the difference between perceived and actual danger. This is why you know, we use these words, to change your words in some saying, I can do this worded around and don't use negative words. Because it creates the wrong impression to your subconscious mind. So your subconscious mind is like can How can you sleep with an elephant. So this is just you that anxiety is the way of your subconscious brain keeping you awake, you can sleep, there's an elephant in the room and what it stops it's big feet on you, in the middle of the night of your sleeping, and you know, something happens to you. So you'll feel anxious, our brains way of keeping us protected. That's the job of our safety brain. Our brain has different parts, the safety brain is to keep us

protected. And it's always like a 360 camera on your head. The security cameras always scanning the environment for potential danger. That's its job. That's that's just the way it works. And so if you have things like that in your bedroom, or anywhere in the house, it can take you in it can make you feel anxious.

**M** Michelle Glogovac 31:21  
That's crazy.

**M** Mehnaz Khan 31:25  
Yeah, it is. So this is why I love doing interiors. Because I'm trying to create this environment where people can live, even if 1% they can live a better, better and comfortable life. And you know, the wellness, basically,

**M** Michelle Glogovac 31:40  
what a great job you have, like you're making things people happier, things are better. You know, you're helping them in so many ways, just with color and color can be I love color, I think it can be so happy. You know, it's it's just absolutely incredible. I love what you do. I think that's awesome. That you found this, and this is your passion in life. That's awesome.

**M** Mehnaz Khan 32:02  
It is. And I really appreciate it, Michelle, that you're giving me a chance to share this and spread the word because it can change somebody's life.

**M** Michelle Glogovac 32:08  
Absolutely. So where can people find you so they can change their lives with amazing color.

**M** Mehnaz Khan 32:15  
So you can find me anywhere Instagram, Facebook, on my website, it's men oz con studio. And I you know, Michelle, do put it in the show notes.

**M** Michelle Glogovac 32:24  
I will Yes, it'll be spelled out. Yes, that would be perfect. Well, thank you so much for

sharing yourself and really giving us so much knowledge on something that I think a lot of us didn't know there was so much to

M

Mehnaz Khan 32:39

appreciate. And Michelle, I really appreciate it being here and taking the time to talk to me, I will just add one more thing on my website if somebody wants to go and you're not sure that if this you know the anxiety was coming from the colors or your environment as the source of struggle in your life, because so many times we feel like I'm not productive. Something is internally going on on my strategy is bad or something like that. It could just be your environment. Again, having a color that's physically stimulating or is too relaxing, you are going to have a hard time being productive, right? So there is a self assessment tool that you can go through and understand if it's coming from your environment on my website. Amazing.

M

Michelle Glogovac 33:21

Thank you. Thank you so much. And so I asked you What's your favorite color? What are you telling people with the brand colors you've chosen? One of the big things I got out of this conversation was that I'll be wearing less black. I think using color to express yourself is a beautiful thing because you have the choice to change the color every single day. Choose what you are drawn to and don't be afraid to go bold. Use color to draw you out of a funk and to help you gain a sense of calmness. Your environment impacts your behavior. So it's important to be conscious of the colors you choose to surround yourself with. This week, taking your surroundings and if you feel the need to go buy a new can of paint to help boost your mood or change up your outfit to reflect how you feel or want to feel. Be bold, be you and be brave in the colors. You choose.