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## Colour guru has boss seeing red

by Bruce Mounster

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**DARREN Alexander decided to swap his orange underpants for red ones, after advice from a top Australian colour specialist yesterday.**

Mr Alexander, chief executive of Autech, a Launceston company which specialises in putting colour on computer screens, was coached at the National Colour Society Conference by Sydney colour consultant Anjel OBryant.

Historically, Ms OBryant said, Australians hadn't been much good at harnessing colour to turn situations to their advantage.

Since the 1970s, architects, decorators and clothing makers have had access to vibrant pastel colours.

Ms OBryant said the world at large was only beginning to understand the life-changing, positive and negative, differences that such colours could make to an environment.

She said colours had the power to shift people's mood, energy levels, and to boost health, memory, creativity and decision-making.

To reinforce her message at the Launceston conference, she handed out red underpants.

"Red increases vitality and energy, stimulates the adrenal glands and warms the body," she said.

Ms OBryant said in public she always wore blue, a colour that inspired trust, or azure, "the world's favourite colour" that combines blue with "happy uplifting yellow".

She said colour accounted for 55 per cent of a first impression you made on someone, the sound of your voice 23 per cent, aroma 15 per cent and what you said 7 per cent. Ms OBryant got her grounding in colour at Vogue magazine and cosmetics firm Elizabeth Arden in London, before returning to Australia to pioneer a scientific field she calls colour-response technology.

She has issued colour prescriptions for everything from prisons, psychiatric hospitals and aircraft, to Sydney's Mary MacKillop Memorial Chapel.

Ms OBryant has concluded that colour vibrations can be assimilated through the skin as well as the eyes. She said that was why she always wore red undies, which kept her on the go at work, seven days a week.



*Colour specialist Anjel OBryant from Sydney offers Colour Society Conference organiser Darren Alexander some colour tips on undies.*

