

How Color Sells: Got a Sweet Tooth, Steer Clear of Pink!

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No longer just for little girls, pink has grown up! In fact now it is used to connote professional women with **PINK** the magazine, and for breast cancer awareness. Men can confidently sport pink shirts without fear of being considered girly. And yet pink is still indelibly feminine particularly the softer hues, the dusty pales, and the blush tones.



Pepto-Bismal is pink and the reason is because pink is known to have a soothing effect. What does Pepto-Bismal do? Of course, it coats and soothes! Now, I'm talking rose pink, shell pink, and peony pink not fuchsia. In fact you have to be careful with pink. Some years ago a study was conducted on violent prisoners and when they were locked up in a pink padded cell up to 20 minutes it calmed them and made them more rationale. In excess of twenty minutes they became more violent than before.

We often see pink in old fashioned beauty salons and chiropractic offices; often it is mauve pink with blue thrown in for a true soothing effect. My younger sister grew up in a bubblegum pink bedroom and is now a nun, go figure . . . Pink indicates a



dependent personality that craves structure and she does.

Pink also drives our desire for sugar, that's why it is used by Baskin Robbins and Dunkin Donuts - orange represents affordability and cheap. So think Cheap Sugar, Cheap Sugar . . . and then there is Sweet and Lo, could've been any color but they chose pink! Now Equal is in trusty blue, Splenda in unforgettable yellow, and Truvia in eco-friendly green.

One of the best decorating tips is to use pink light bulbs. In fact I shared this in a seminar and one participant got back in touch a week later and said her husband had been complimenting her all week; he was unaware that she changed all the bulbs in the house to pink and was wearing a rosy glow! Want to feel "in the pink?" Then change your light source to pink.

And then there are those folks we know who look at life through rose colored glasses, another derivative of pink; it makes our world a happier place. Master the psychology of color and you'll put your marketing in the pink. Oh, and watch those donuts!



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