

## In-Person Colour Analysis What to Expect

Thank you for your interest in a colour consultation with The Colour Consultancy. We're delighted to share the following details about what to expect after booking an appointment in our colour studio.

### Location

We are located in Muskoka, Ontario, Canada, the heart of cottage country, only a 2.5-hour drive north of Toronto. Muskoka is an understated haunt of the rich and famous, defined by beautiful landscapes, wildlife, outdoor recreation, and charming lakeside towns with quaint main street shopping. It is an accessible destination for an injection of natural beauty, relaxation, fun, and pampering. An appointment at The Colour Consultancy is an opportunity to combine self-discovery and transformation with some time away from the hustle and bustle of your everyday.

### Studio

Our dedicated colour studio is a fusion of elegant style and the quintessential, comfortable, and relaxed ambience of cottage country. It is designed for private and personalized attention throughout the Personal Colour Analysis process and the consultations that follow.

### Clothing

Wear what makes you comfortable. To ensure our focus is on your face and your skin, you'll be wearing a cape in a neutral grey colour and your hair will be covered for a portion of the consultation. Note - it is helpful when your shirt doesn't have a collar. This allows your neck to be visible during the analysis.

### A Bare, Uncovered Face

It is important to show your natural skin tone. Wear no make-up at all, not even moisturizer or lip balm. Wear no sunless tanning products. It's best if it's been a couple of weeks since application. During the analysis, we ask that you don't wear glasses. Tie your hair back or style it off your face so your whole face is visible. If you wear a hijab or head scarf, wear a neutral grey colour if you happen to have one in your wardrobe. If not, we are happy to provide a head covering in the colour necessary for an ideal analysis.

### Time

An in-person colour analysis consultation lasts approximately 3-4 hours.

### Grey Surroundings

To create the ideal circumstances for Personal Colour Analysis (PCA), the process takes place in grey surroundings that will have the least possible influence on your own colouring, which ensures no interference in the analysis and the most accurate result possible. A neutral grey is the colour of the room; the cape that covers your clothing; the scarf that is used to cover your hair; and the clothing of your analyst.

### Lighting

During the analysis, to make certain we catch every reaction to a variety of colour tests, we create the ideal environment by using bright lights of a high colour rendering index and a Kelvin temperature that represents natural daylight and a clear sky.



#### Draping

Draping is a process of placing two fabrics of different and deliberate colours across your shoulders and under your face for the purpose of comparing the effects of each drape on your appearance. The analyst works collaboratively with you through 30 to 50 comparisons, taking note of changes in your facial contour, clarity, skin smoothness, and many other observations about your features. Your analyst eliminates colours and colour groupings based on decisions made at each step of the process until you arrive at your Colour Season and your Seasonal Colour Palette.

#### Photos

We take many photos throughout the Personal Colour Analysis process to capture every reaction to colour; to collect data for future reference and for teaching materials; and to celebrate how outstanding you look in your personal colour palette! Please note that no photos will be shared or published without your explicit permission.

#### Your Seasonal Colour Palette

We introduce you to your Seasonal Colour Palette and the analyst gives you some tips and recommendations about how to apply your colours to your clothes, makeup, and hair.

#### Clothing and/or Cosmetic Samples

You are welcome to bring up to 6 total of your go-to clothing and/or cosmetic items. As part of the consultation, we'll determine whether these go-to items fit within your personal colour palette.

#### Cosmetics

As part of the PCA consultation, we create a minimal makeup look in your colour palette (if of interest to you). This example of how the cosmetics in your colour palette enhances your individual beauty includes skin preparation, foundation, blush, lipstick, and eye-popping colour.

#### The Reveal

We are pleased to present you to you! We take time to enjoy the transformative impact of your best colours.

#### Results Package

Your service results and introductory information are sent electronically as follow up to your consultation. The Results Package includes a personalized client report, an introduction to your seasonal colour palette, and at least one results photo.

#### Data

The data we gather throughout the booking, service and payment process is considered confidential and it won't be shared without your permission. Further, it will never be rented or sold.

Thank you again for your interest in The Colour Consultancy. We look forward to seeing you in our colour studio.

*Kimberley Woodcock*

Founder, Principal, and Bright Spring

