

How to Take Photos for an Online Personal Colour Analysis

Please follow these instructions when taking your photos and, if you have any questions, don't hesitate to [contact us](#).

Number of Photos Needed

- Upload 3 headshot photos, and 1 close-up, eye-colour photo.
- In addition, we welcome a few photos of some favourite clothing items so that we can get an idea of the colours you wear currently and a sense of your style preferences.

Size and Quality

- Sufficient photo size and quality can be achieved with a phone camera.
- Ensure the photos are clear, sharp, and in focus.
- Send original photos, not edited or altered in any way.

Headshot Photos - What To Include in the Frame

- Top of head to collar bone, facing forward:
 - Hair styled off your face. No part of your face should be covered.
 - Full Face
 - Neck
 - Shoulders

Photo Features

- A colour photo (not black and white)
- Diffused, natural light only, meaning:
 - your camera flash is off;
 - you are facing north if you live in the Northern Hemisphere, or south if you live in the Southern Hemisphere;
 - you can be outside or inside in front of a clean window with all indoor, artificial lights off;
 - early morning light works very well.
- No shadows, glare, or flash reflections
- Neutral background
- Recent, no more than 6 months old

Your Features

- Show your natural skin tone.
- Use a soft, relaxed smile that shows a little of your teeth, no teeth (your preference).
- Wear no make-up at all, not even moisturizer or lip balm.
- Wear no spray or sunless tanning products. It's best if it's been a couple of weeks since application.
- Wear no glasses.
- Tie your hair back or style it off your face so all your skin is visible.
- Look straight at the camera.
- Open your eyes enough so they are clearly visible.
- Show your neck.
- If you wear a hijab or head scarf, wear a neutral grey (medium strength, not too blue or pink, and not to yellow, green, or brown) or white one.
- Wear a neutral grey (medium strength, not too blue or pink, and not to yellow, green, or brown) or white top.



How to Take an Eye-Colour Photo for Online Personal Colour Analysis

Please follow these instructions when taking your photos and, if you have any questions, don't hesitate to [contact us](#).

- Open your camera application and adjust the zoom to 2.0 – 2.5.
- Turn your flash on.
- Put your camera in a horizontal (landscape) position, with the lens on the back of your camera pointing toward you. (For the photo, use the outward-facing lens on the backside of the phone, not the one you would use for a selfie.)
- Stand in front of a clean, clear, bathroom mirror.
- When holding the phone in the way explained above, you'll see in the mirror the front of your phone and what is in the photo frame.
- Keep your eye central in the photo frame (remember, you'll see the photo frame in the mirror), slowly move the phone toward your eye. Ensure your eye is open enough (but still somewhat natural) to show your iris and the white of your eye.
- Your phone should be about 4 inches away from your eye when you take the image. If your phone is too close, the image may not be clear and in focus. If your phone is too far away, we may not be able to see all the helpful (and wonderful!) colours of your eye in detail.
- Snap the photo by tapping the shutter button or by pressing the volume up button on the side of your phone.
- Review the photo to make sure it's clear and in focus. If the photo isn't clear, it might be because you were moving a little or it might be because your phone was too close.
- Send an original, clear and in-focus photo, not edited or altered in any way.

We'll make sure you get the best results possible.

If you have any questions about how to take good photos for the analysis, simply [contact us](#). We won't start the virtual analysis until we receive the photos needed to ensure the best results possible. If the photos you send don't work for any reason, we'll simply ask you to try again and we'll explain what needs to be corrected.

