

## Colour Me Virtual: A Personal Colour E-Consultation

### Photo Instructions

Please follow these instructions when taking your photos and, if you have any questions, feel free to [contact us](#).

#### Photos Needed

- Send a few photos of yourself that you love – no rules!
- Send 3 headshot photos (instructions are below, on page 1)
- Send 1 ‘eye-colour’ photo (instructions for the eye-colour photo are found on page 2).
- In addition, we welcome a few photos of you that show your natural colouring (hair colour, for example, or pictures taken in the past, to show how your colouring has evolved over time)

#### Size and Quality

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

#### Headshot Photos – What to Include in the Frame

- Top of head to collar bone, facing forward:
  - At least one photo with your hair styled off your face. No part of your face should be covered.
  - At least one photo with your hair free and framing your face (if applicable).
  - Look straight into the camera lens (not at your phone screen) so your full irises are clearly visible
  - Full face, neck, and shoulders (no high-neck tops, neck scarfs; wide necklines are preferred)

#### Photo Features

- A colour photo (not black and white)
- Diffused, natural light only, meaning:
  - camera flash is off;
  - face north if you live in the Northern Hemisphere, or south if you live in the Southern Hemisphere;
  - take the photos outside; or inside in front of a clean window with all indoor, artificial lights turned 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 at least little of your teeth.
- Wear no make-up or skin products 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.
- Open your eyes enough so they are clearly visible.
- Tattoos have no bearing on an accurate analysis. If placement is in the photo frame, not to worry!
- If you wear a hijab or head scarf, wear a neutral grey or white one.
- Wear a neutral grey or white top.

Note: ‘neutral grey’ means medium strength, and no noticeable blue, pink, yellow, green, or brown in the colour.



## Eye-Colour Photos

Please follow these instructions when taking your photos and, if you have any questions, feel free 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.

