

Speaking Of Colors

(NAPSA)—The next time you find yourself green with envy, feeling in the pink, or sad and blue, take a look at the colors around you.

Scientists have long known that colors can affect our moods, but now they think the colors we prefer might say something about our personalities as well. Leatrice Eiseman, author of several books on color including *Color Answer Book*, explores how we respond emotionally to color. She says people tend to gravitate toward certain hues when choosing the color of rooms, clothes and even mobile phones. Here's what she says your favorite colors say about you:

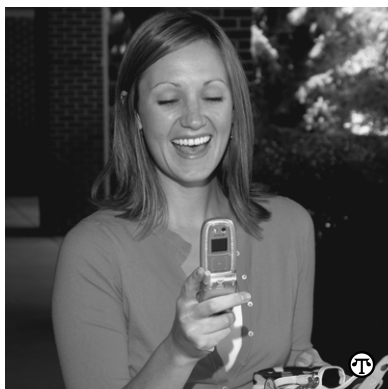
- **Red**—You have a zest for life. You like to stay on top of things. Key words associated with red are “winner,” “achiever,” “intense,” “impulsive,” “active,” “competitive,” “daring,” “aggressive” and “passionate.”

- **Blue**—Blue is the color of tranquility and peace. Although cool and confident, blues can be vulnerable. Blues have a high sense of responsibility and must be careful of perfectionist tendencies.

- **Green**—You are likely to be stable and balanced. You are a joiner of clubs and organizations—especially those that are charitable. You are kind and generous.

- **Black**—Black can represent conflicting attitudes. You may be conventional, conservative and serious or you may think of yourself as rather worldly or sophisticated. Wit, cleverness, personal security, and prestige are very important to you.

- **Pink**—You are talented, charming and warm. You also have drive, however, it's not an overly aggressive ambitious streak. You are most likely the candles on the table kind of incurable romantic.



Hue Are You? Experts say the colors we like may say something about our personalities.

- **Prefer Color Mixtures**—If you like lots of different colors, then you are also a creative type, one most likely to work professionally with color. You may have a fragmented personality. You are open and far less rigid than those with very dogmatic likes and dislikes.

Eiseman says the word has gotten out on the significance of color and that designers now create styles and products specifically to meet people's color preference. She says even mobile phones—which have become popular ways for people to accessorize and express themselves—have gotten in on the act. Sprint and SANYO, for example, now make phones in colors ranging from silver to deep blue and satin red to forest green—one of their phones even comes with changeable color-accent plates for those who prefer color mixtures.

Do the colors of a cellphone really matter? According to Eiseman, the answer is yes. She says 60 percent of our decision to buy a product is based on its color.

For more on the latest mobile phone colors, visit the Web site www.sprintpcs.com.