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COLOUR WITH CONFIDENCE



THE COLOUR EFFECT

S T R E S S

DISCOVER THE COLOUR EFFECT

Every home is its own little hive, where work, play and everything else in between intertwine. Balancing the everyday buzz with personal wellbeing is no trivial matter – it’s a colourful one; as scientific research keeps on showing, the colours that surround us play an important role in our lives.

At Valspar, our mission is to help you Colour with Confidence and get your perfect paint colour every time. That’s why we’ve enlisted the support of experts such as Naomi Pollard, Head of Home and Interiors at Trend Bible who carefully considers trends for some of the world’s biggest brands and design agencies, as well as Justine Fox, an applied colour psychology expert who specialises in colour insights and how we react to the colours that surround us. Together, they and other

experts have helped create this guide to offer you a taste of colour theory, so you can then add your own spin and use The Colour Effect to aid in issues like stress, sleep disruption or Seasonal Affective Disorder.

We know colour is a very personal thing, so in this pack we’ve collated inspiring palettes as well as guidance on choosing your own colours, because if you can see it, we can make it. Thanks to our unique colour-matching technology, we can create over 2.2M colours from a sample as small as a sugar cube, and have your paint ready exclusively at B&Q.

We hope you find this introduction to The Colour Effect helpful. However, this guide is only a tool, so please do seek professional support if you’re facing mental health issues.

“The home and everything we bring into it is an opportunity to prompt either soothing and healing or joyful emotions. We can use colour to shape our environments to deliver specific experiences, whether that’s to calm us and make us feel safe, or to inspire and delight our senses.”

Naomi Pollard, Head of Home and Interiors, Trend Bible

Palace Walls
R183D

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REDUCE STRESS WITH THE COLOUR EFFECT

A new job, young kids... Stress is a normal reaction to mental and emotional pressures. There isn't always an obvious cause, but it can leave us feeling as if we're losing control. The body begins to release stress hormones, like adrenaline or cortisol, and things can get rather overwhelming. But it can be managed.

There are a number of great ways to reduce stress, but one thing often gets overlooked: colour! Choosing the right palette is crucial to create the right environment for a more relaxed, healthier life experience. All you need is a paint brush and a bit of guidance - and we've got the latter covered for you!

Zinc Blue
X137 - R269C

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THE COLOUR EFFECT VS STRESS

The first step in combating stress is to create a destimulating environment. **One way of doing this is to stick to tonal and uniform colour combinations, which take up less mental energy and are less demanding for the eyes.**

So, tip number one would be to keep colour schemes simple and avoid contrasting colours.

Research suggests that familiarity is key, so feel free to opt for the colours you are most in tune with. **With blues and greens amongst the popular choices, we found that taupes and oatmeal shades can also work wonders.** Through a bodily reaction named 'biophilia,' nature-inspired hues like these are known to travel straight into our subconscious, evoking soothing landscapes and infusing us with deep peacefulness.

Green's popularity has a strong rationale; sitting in the middle of the colour spectrum, our eyes and brain need little effort to adjust to it. **Green hues often give us a wonderful sense of reassurance, and regular exposure to it helps reset our stress levels** - which is why many artists choose to seclude themselves in 'green rooms' minutes before a big performance.

Green, however, is not the only option. **When it comes to delivering a sense of calm, nothing beats The Colour Effect of blue.** As science shows, blue tones lower blood pressure and encourage feelings of confidence and trust.

The unsung hero is grey. Bringing every colour closer to the real world, grey tones have a naturally pacifying effect, which is why most colours in this palette are tinged with hazy shades of grey. So, whichever colour you love, try to choose a shade of it that packs grey hints.

Mother Nature
X139 - R273E

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HOW TO USE THIS PALETTE

To aid in stress reduction, we advise using as few colours as you can and selecting lighter shades. Whereas dark spaces can feel oppressive, bright rooms inspire us with soothing feelings, meaning soft, light hues like Peaceful Soul (R85A) or Calm Waters (X104 - R212F), can make a huge difference. Consider also colouring skirting boards, covings and wood trims with the same tones. On top of giving your eyes and brain a smoother, distraction-free experience, it'll make the room seem more spacious – and therefore help lower the levels of anxiety.

Selecting your colours couldn't be easier. In store, start by picking one colour from the Valspar Chip Rack, and then move left or right to play with tonal variations across walls, textiles and furniture. On our website, you'll be able to find coordinating colours and whites, and order Colour Chips to be delivered straight to your doorstep.

“When we're feeling anxious and overly stressed, we need space to decompress and take some time for ourselves. Softly faded and cool greyed colours, rooted in the natural world, create the perfect environment for us to practice mindfulness, taking a mental pause and quietly focusing on self-care.”

Justine Fox, Applied Colour Psychobiology Expert

Heather Haze
R3B

Palace Walls
R183D

Quiet Storm
R193B

Silver Mauve
R85C

Peaceful Soul
R85A

Calm Waters
X104 - R212F

Zinc Blue
X137 - R269C

Mother Nature
X139 - R273E

*Colours shown in this guide are a representation, please use our Colour Chips or Tester Pots for exact matches.

Calm Waters
X104 - R212F

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CREATING THE PERFECT ENVIRONMENT WITH THE COLOUR EFFECT

Create spaces at home that are simple in appearance, organised and, as much as possible, removed from the claws of everyday clutter.

There's no need to think too big; a single, well-considered room may provide all the refuge your body is craving for. Just remember to keep your colour schemes simple and avoid contrasting hues.

Don't forget nature. We recommend making the most of any visual cues to awaken the subconscious - a window overlooking the garden, plants, green tones... nature is your best friend.

To top it all off, surround yourself with a series of multisensorial aids. Scented candles, oils, a calming playlist or lamps instead of ceiling lights - they can all be very effective in creating a comforting, de-stressing space.