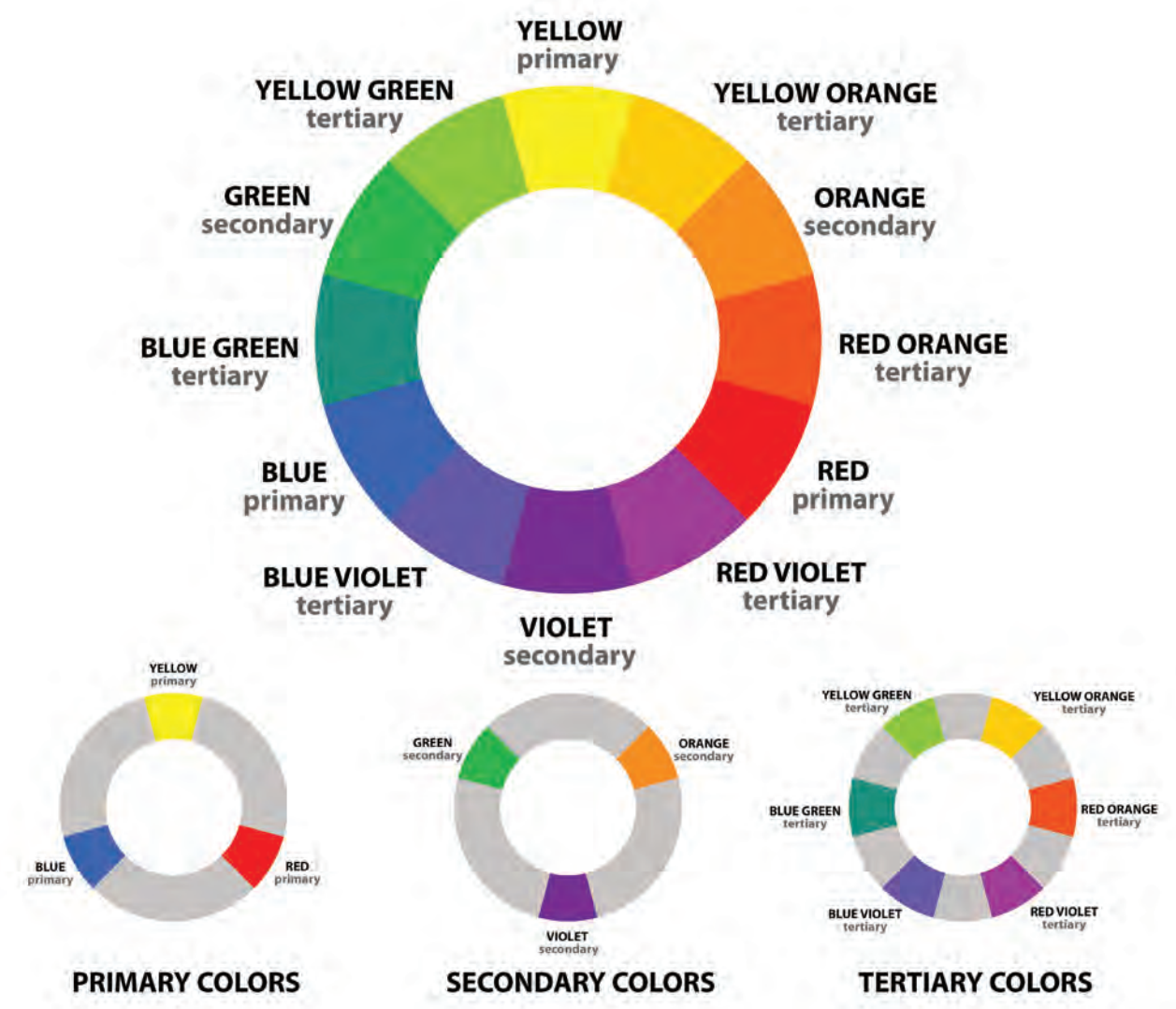


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COLOR THEORY





PRIMARY COLORS:

Primary colors cannot be created by mixing other colors.

Red - Yellow - Blue.

SECONDARY COLORS:

Mixing two primary colors to create a new hue:

- Yellow and Red make Orange.
- Yellow and Blue make Green.
- Blue and Red make Purple.

TERTIARY COLORS:

The combination of one primary color with one or two secondary colors.

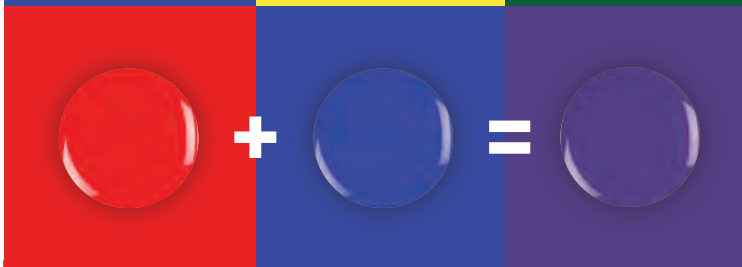
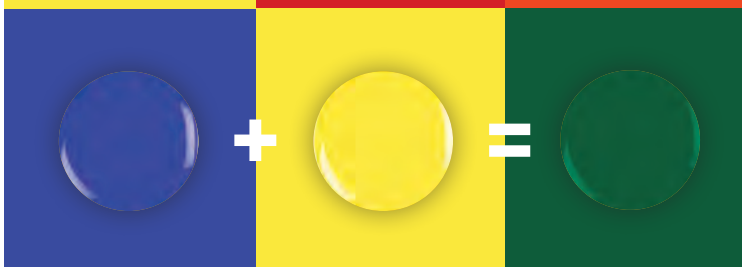
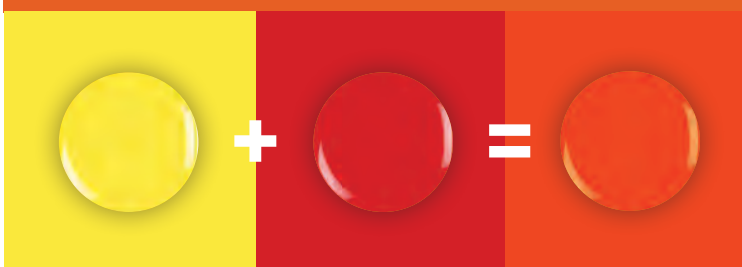
- Yellow and Green make Chartreuse.
- Blue and Green make Teal.
- Blue and Purple make Violet.
- Red and Violet make Magenta.
- Red and Orange make Vermillion.
- Yellow and Orange make Amber.

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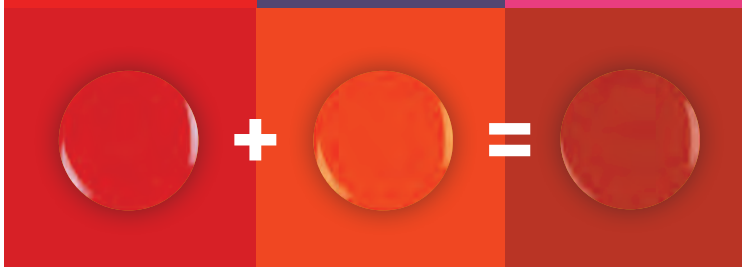
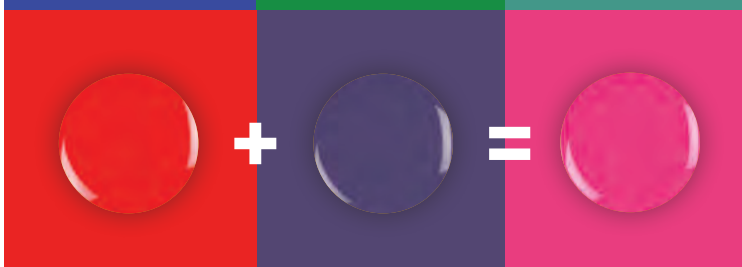
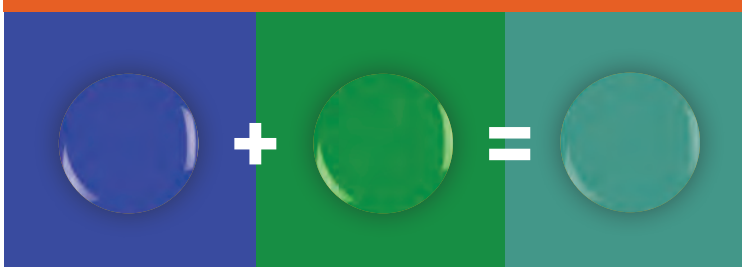
PRIMARY COLORS:



SECONDARY COLORS:



TERTIARY COLORS:



COLOR VARIANTS:

Tone - adding gray to a color. Gray can be created by mixing equal parts of black & white.

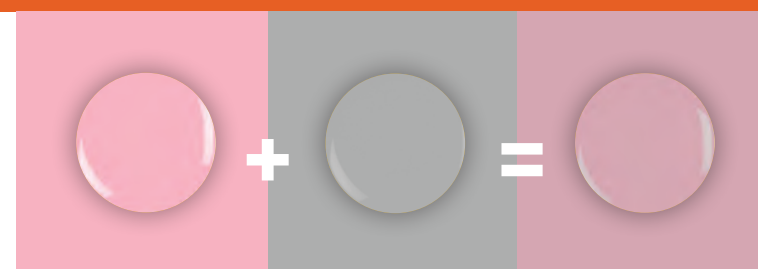
Apart from mixing primary, secondary and tertiary colors the following can also be created:

Hue - pure color.

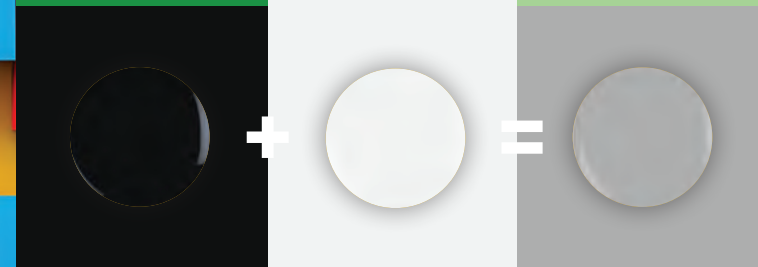
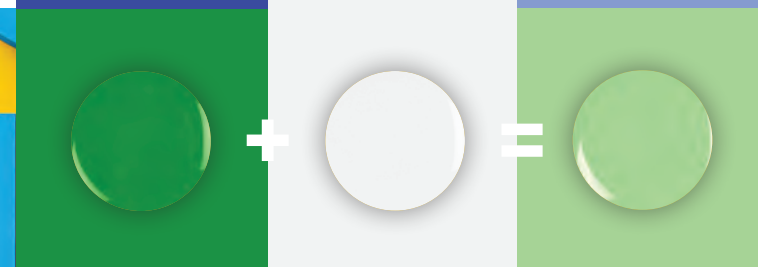
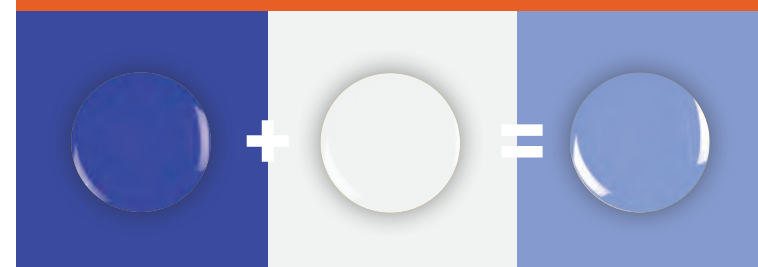
Tint - adding white to a color.

Shade - adding black to a color.

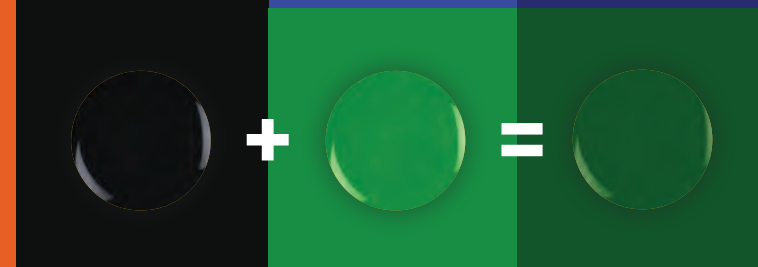
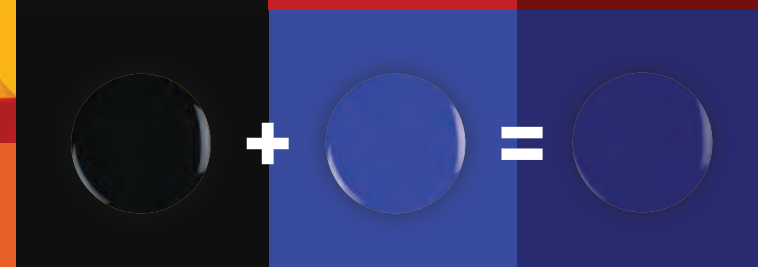
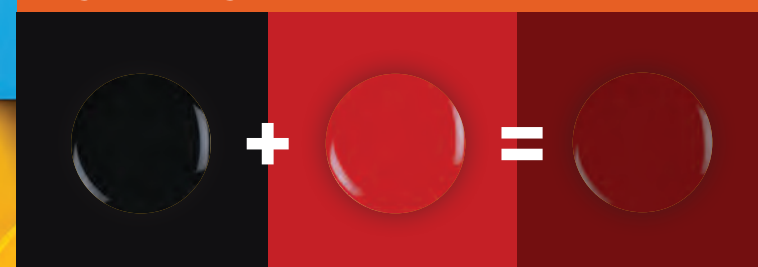
TONES:



TINTS:



SHADES:



WATCH HOW TO
CREATE YOUR
CUSTOM SHADE!



HOW TO COMBINE COLORS

“THE BEST COLOR IN THE WHOLE WORLD IS THE ONE THAT LOOKS GOOD ON YOU!” — COCO CHANEL

UNDERSTANDING THE POWER OF THE COLOR WHEEL AND HOW TO USE IT WILL HELP WHEN LAYERING CND™ SHELLAC™, COMBINING COLORS FOR NAIL ART DESIGNS AND CUSTOM BLENDING WITH ENHANCEMENT SYSTEMS.

ANALOGOUS COLORS

Colors that are situated next to one another on the color wheel, are always elegant together.

Red + Orange
Red + Orange + Yellow
Blue + Violet
Yellow + Green



COMPLEMENTARY COLORS

Colors situated opposite on the color wheel can really make the nail art pop due to their sharp contrast, the fact that they are so different makes them unique together, almost daring.

Blue + Mustard
Yellow + Violet
Red + Green
Orange + Violet



TRIADIC COLORS

Colors are evenly spaced around the color wheel and are very dynamic and bright. Using triadic colors creates harmony and contrast at the same time.

Pink + Green + Orange
Red + Yellow + Blue
Green + Orange + Purple



MONOCHROMATIC COLORS

Color combinations are comprised of variations of one color but are different from each other in density and color value.

Blue + Navy Blue + Turquoise
Rose + Red + Maroon
Mint + Sage + Dark Green



NEUTRAL COLORS

Neutral colors do not appear on the color wheel or colors don't compete with primary or secondary colors. Instead, they complement them.

Gray + Navy Blue + Crème
Brown + Nude + Crème
Black + White + Silver

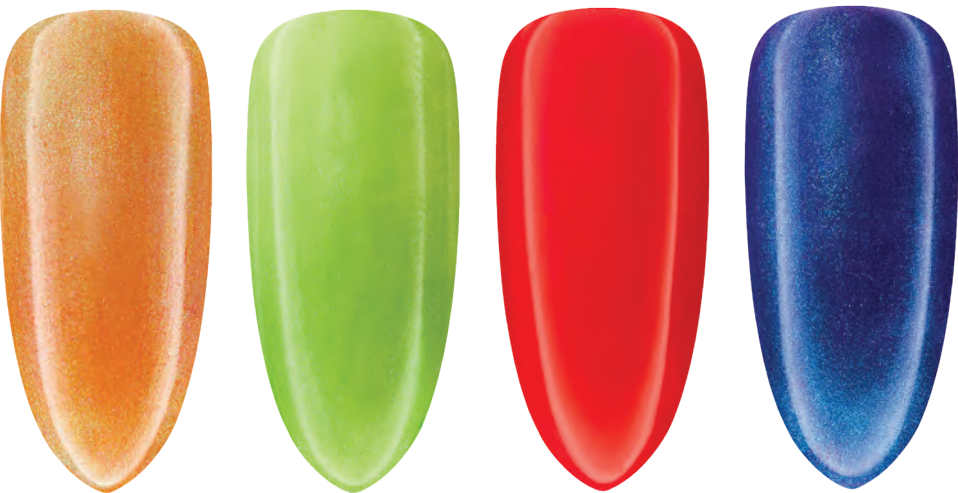




THE 4 SEASONS THEORY

The color wheel is divided into four categories, each corresponding to a particular season of the year.

- Spring: Warm Light – Yellow, Yellow-Orange, Orange
- Summer: Cool Light – Yellow-Green, Green, Blue-Green
- Autumn: Warm Deep – Red-Orange, Red, Red-Violet
- Winter: Cool Deep – Blue, Blue-Violet, Violet



COLOR BLOCKING

This technique is widely used in the fashion industry and street style. It's a fun way to create a bold look and try out eccentric combinations. Color blocking entails the combination of two or more bright and bold colors.

- Khaki + Violet + Gray
- Coral + Violet
- Red + Orange + Green



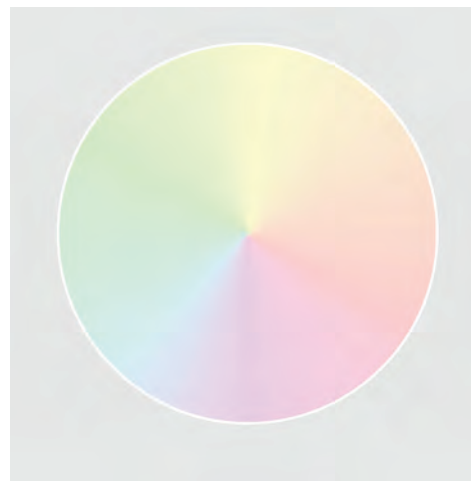
PASTELS

Color with just enough white to make it soft and pale while maintaining the original integrity of the base color. These colors harmonize beautifully with each other and can be easily applied together in any combination.

Light Yellow + Candy Pink

Lavender + Mint

Peach + Salad Green



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SKIN TONE

CND™ SHELLAC™ VIVID can be used to customize BRISA™ Gel and CND™ PLEXIGEL to match, neutralize or accessorize a client's nail service. All skin tones have either a warm or cool undertone of color.

- Warm skin tones have an undertone of Yellow, Orange or Red.
- Cool skin tones have an undertone of Blue, Purple or Green.

To assess the client's skin tone use two swatches of fabric.

- One metallic silver (cool tone)
- Metallic gold (warm tone)

Look at the underside of the client's wrist.

- If the viens appear blue, the client has a cool skin tone.
- If the veins appear greener because the skin has a golden or yellow cast, the client has a warm skintone.

Lay the fabric swatches against the underside of the client's wrist.

- Do this one at a time, then together.
- If the silver swatch compliments the skin, the skin tone is cool.
- If the gold swatch is more flattering, the client is skin tone is warm.

Some people look wonderful in both spectrums of color. They would be considered “neutral” – they can wear anything!

COLORATION OPTIONS			
Skin Tone	Match	Neutralize	Accessorize
Warm Based Skin Tones	Warm Formula: Warm base with yellow, orange or red.	Cool Formula: Cool base with blue, purple or green.	Anything goes! Create a blend that is unique, interesting and fashion forward.
Cool Based Skin Tones	Cool Formula: Cool base with blue, purple or green.	Warm Formula: Warm base with yellow, orange or red.	
Neutral Based Skin Tones	Neutral Formula: Neutral base with equal parts of cool and warm colors.	N/A	



COLOR ANALYSIS PALETTE



CUSTOMIZING THE SERVICE

After identifying the skin tone proceed to match, neutralize or accessorize beginning with:

- Color Goals
- Color Value
- Color Density

These three elements will define the color formula and product needs. Remember to make note of the client's personal formula in their customer file for consistent color at each rebalance appointment.

Color Goals

Select the correct color base for the skin tone depending on the client's unique needs. Match existing skin tone:

- The natural color of the skin tone
- Use the same hues found in the skin tone
- Warm colors with warm skin tones
- Cool colors with cool skin tones

Neutralize extreme skin tone: Provides a balance to problematic color extremes in a skin tone.

- Use colors that counteract the problem
- Use colors from the opposite side of the color wheel

Accessorize for a bold fashion statement: Create a dramatic, high-fashion effect by accessorizing with a hue that is unique, interesting and fashion-forward.

- A bright yellow would accessorize a cool skin tone
- Use favorite piece of fashion as a design element

Color Value

Color value determines the lightness or darkness of a color.

- Lightest value is saturated with white
- White creates different levels of pastel blends
- Darkest value is saturated with black
- Black helps create rich hues for dramatic custom color

Black Tuxedo + Yellow Taxi = Mustard



Black Tuxedo + White Gloves = Off White



Black Tuxedo + Shamrock Green + White Gloves = Sage Green

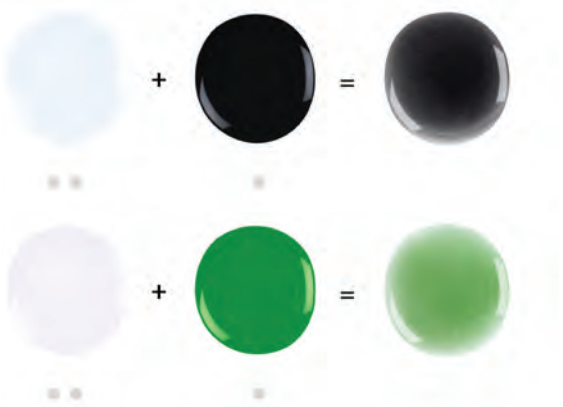


Color Density

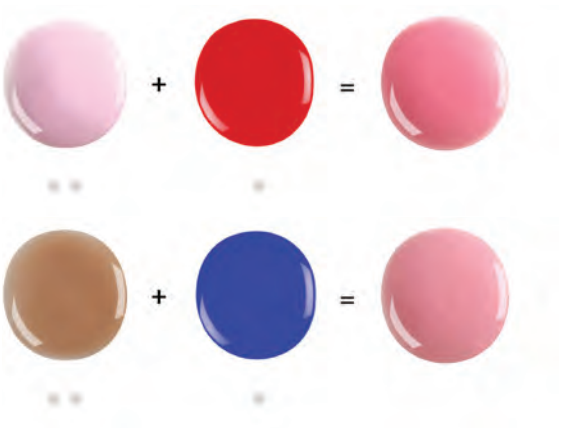
Establishes the level of coverage needed.

- Opaque color completely conceals
- Semi-sheer color is slightly translucent
- Sheer color is translucent

Add **CND™ SHELLAC™ VIVID** to **BRISA™ Glass** or **CND™ PLEXIGEL Shaper** to create translucent jelly shades.



Add **CND™ SHELLAC™ VIVID** to **BRISA™ Glass** or **PLEXIGEL Shaper** or **Builder** to create custom shades with more opacity.



MEANING OF COLOR

Understanding color will help customize nail services even further.

Warm Colors

Give the feeling of warmth.

- RED – Fire, love, passion, prosperity and even danger
- ORANGE – Health, vitality, energy
- YELLOW – Brightness, energy, happiness and sunshine

Cool Colors

Evoke a sense of calmness, and relaxation.

- GREEN – New beginnings, growth, renewal and abundance
- BLUE – Calmness, responsibility, peace, strength and reliability
- PURPLE – Royalty, wealth, luxury, creativity and imagination

Neutral Colors

Colors without much intensity or saturation; these colors can be combined with any other colors.

- BLACK – Mystery, power, elegance, formality
- WHITE – Purity, innocence, virtue and safety
- SILVER – Wealth, glamour, grace and elegance
- GOLD – Success, affluence, power, luxury

LAYERING

Layering a **CND™ SHELLAC™** color on top of the cured layer of **CND™ SHELLAC™ VIVID** results in a unique shade. Layer 2-3 different shades to create an exclusive color combination.

CUSTOM BLENDING ENHANCEMENTS

BRISA™ GEL & CND™ PLEXIGEL
Customize **BRISA™** Sculpting Gels and **CND™ PLEXIGEL** to match, neutralize or accessorize your client’s natural nail overlays or enhancements, by adding 5-10% of **CND™ SHELLAC™ VIVID**.

WARM CND™ SHELLAC™ SHADES



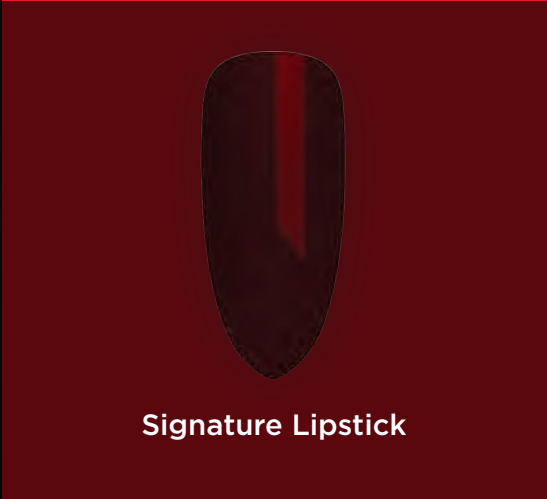
Jellied



Among the Marigolds



Hollywood



Signature Lipstick

COOL CND™ SHELLAC™ SHADES



Beckoning Begonia



Mulberry Tart



Taffy



Blue Eyeshadow

NEUTRAL CND™ SHELLAC™ SHADES



Whisper



All Frothed Up



Dark Diamonds



White-Button-Down

