



## The Color of Sex : Book Review

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**Abstract:** The Color of Sex is a significant tool that has the ability to bring love in an individual's life as well as offer higher levels of self-confidence for the individuals that need it. The authors have focused on various factors of confidence and sensuality like 'how colors influence the moods of people', 'the sensuality and color rating of someone's favorite underwear', as well as 'what a bedroom color reveals about an individual's intimacy'. Overall, the paper will touch on the plot of the book whereby the overall idea presented in the book will be highlighted, I will also point out my favorite parts of the book and give opinions on them and finally recommendations will be given on what should have been done differently.

**Keywords:** Sex of Colors, Romance, Relationships, Sensuality, Intimacy, Biology of Sex.

### INTRODUCTION

The Color of Sex is a book that gives a unique view of romance, relationships, sensuality and intimacy. It is based on principles of the color psychology and it elaborates on the relationship between behavior, personal relationships and color. This outlook is detailed especially when showing the effects of color in people's personal lives and it is full of various practical tips which show how to enhance relationships and charm the senses of a partner. Nonetheless, the book examines other different aspects of confidence and sensuality that include how colors affect moods of individuals. Therefore, the paper will examine the book's plot, its characteristics and offer opinions and recommendations on what could have been done differently.

### THE PLOT

The plot of the book is based on use of color as a powerful tool that has the ability to offer more love into an individual's life as well as give one more confidence when they engage in relationships. It also gives an advanced look at relationships, sensuality, romance and intimacy. Furthermore, it provides a unique perception at the effects and meaning of color when it comes to one's intimate life. The book is also able to offer ways that would enhance relationships as well as charm the senses of one's partner; this includes stages to seduction through consciously using the color psychology.

The book introduces readers to the color psychology as well as an inspirational journey that leads to self-discovery by understanding the color meanings. It also offers knowledge on how the color affects the subconscious and conscious mind which could eventually change a person's life. It has the ability to inspire an individual to explore more about themselves as well as embrace their true selves.

The fourth chapter, The Biology of Sex, was quite interesting especially since it showed that colors influence people's mood as well as feelings. Usually, individuals find it difficult to 'feel chemistry' with another person. It is believed however that utilizing the correct colors could create chemistry (Champion & Scott-Kemmis, 1999). As

a matter of fact, color symbolism in one's wardrobe is not the only thing that can be used to enhance someone's mood but rather it can also be utilized to attract other people's attention to ourselves. When one lives his or her life without a partner, it becomes colorless and this genuinely elaborates on the fact that wearing appropriate colors may attract the right person.

### THE POWER OF COLOR

Evidently, color, humans and love are all interdependent. The book shows that men are primordial when it comes to color and this is why they are majorly attracted to females that wear red (Champion & Scott-Kemmis, 1999). In this case, red is considered as a color that represents sexual desire, love and passion. The color is also used in romantic events to emphasize on the role it plays on partners in a relationship. Psychologically, red has the power to evoke the reproductive and primal behavior in both men and women; this is because it traditionally symbolizes sexuality and fertility. Furthermore, it denotes economic and social status, passion and health. According to the book, color may or may not work for an individual (Champion & Scott-Kemmis, 1999). Dark brown, grey and black colors are aloof because they offer the woman control but still they do not tell the man much about the woman's personality. Furthermore, black is used by many women in order to cover up something they prefer their partner not to see.

Chapter three of the book, *Romancing the Body*, gave a unique outlook on the importance of underwear when it came to intimacy. Apparently, the color of a female's underwear reveals the kind of lover she is. For instance, Red represents that the woman is not shy while pink shows that the woman cannot take charge. On the other hand, white means that the woman is willing to learn. The book also reveals that warm colors such as yellow, orange and red may lead to feelings of vitality and excitement which may cause a rise in the blood pressure, breathing rate and heartbeat. The authors further insinuate that a red bra represents a driven, dramatic, energetic and passionate personality. This means that the woman is not scared to ask for what she desires. Moreover, her necessity for drama as well as moodiness forms a part of the allure that she brings forth.

Nevertheless, a pink bra represents the personality that is usually gentle and romantic and at the same time needs affection. This means that the female is sensuous, feminine and would rather not take charge in the bedroom. Moreover, the chapter clarifies that the black bra represents the powerful and individualistic personality which is also sultry. Hence, the woman may possess subtle charms which could also be deeply passionate. Alternately, the white bra represents an innocent personality which may also imply that the woman may be willing to learn new things. Therefore, if she wears the white bra, it means that she has submitted herself to be taught any new information.

Chapter 5 of the book amplifies on the room color and how it affects the mood and shows a partner's personality. Light colors presumably denotes airy and expansive which may make a room brighter and larger while dark colors denote warmth and sophistication which make rooms have an appearance that is more intimate. Red presumably raises the energy level in the room because of its intensity which has the ability to pump in more adrenaline. It stirs up excitement especially if one plans to set up an intimate night.

Usually, romantic love entails higher levels of the emotional intimacy that include feelings of connection and closeness along with the physical attraction as well as other related experiences. The room paint color is something so powerful such that it has the ability to influence an individual's state of mind as well as the physiology. For instance, blue may lower the body temperature and slow the pulse rate while green has the soothing effect which shows vigor, renewal and youth.

Color is often considered as a perceptual stimulus with regards to aesthetics. It should be noted that color could carry significant meaning and may have immense impact on the cognition and behavior of people. Even though it is important to have knowledge of how an individual's color choices could affect other people, the notion that there may be a single psychological response to particular colors is simply spurious. This is because most of the information that color psychologists gather accredit to specific colors that are biased on the experience of an individual. Furthermore, most cultures and gender have totally alternate associations with color interpretations.

Describing emotional connections which individuals may have with the colors could be quite vague. Even though most people will rely solely on supposed personalities, characteristics and meanings of particular colors, it is important to possess the complete understanding of emotional attributes of the major color groups. For instance, Red stimulates blood pressure and adrenaline which makes it a rich, dramatic and rich color. Moreover, the dark shades of the red color like maroon and burgundy possess an indulgent and rich feeling.

In the past several years, enhanced interest has been noted when it comes to color and the psychological functioning. As a result significant advances can be seen theoretically and empirically which has also revealed weaknesses in both research methods. Goethe's intuitions imply that particular colors like yellow and red produce a systematic physiological reaction that manifests emotional experience like a negative arousal, overt action and cognitive orientation. However, I agree that red has the ability to boost the sex appeal of a woman while making her seem more confident and warmer. On the other hand, the color red also makes men more attractive but not to the level that women do.

### **COLOR PREFERENCES**

It is important to understand color preferences between both sexes because this may provide more insight in the function of color when it comes to guiding the interaction of the observer along with the visual environment. For instance, red has the unique effect on the physical and intellectual performance. Therefore, color has the ability to impact the viewer's motivations which could eventually shape behavior. It is for this reason that color preferences have to be related to color cognition as well as the viewer's actions and choices.

Nowadays children's toys are usually segregated as either girls or boys toys just by basing it on the color. For example, the pink color represented that the toy was targeted to girls while red or black meant it was for the boys. It is therefore recommended that female and male colors should not be classified when it comes to invoking sexual intimacy; colors should not be classified as being feminine or masculine either. This makes women and men to misperceive which colors the other gender sees as fit for them. Color symbolism in one's wardrobe is not the only thing that can be used to enhance someone's mood but rather it can also be utilized to attract other people's attention to ourselves.

### **CONCLUSION AND RECOMMENDATION**

It should be taken into consideration that representation of color is dependent on personal preferences and cultural differences. For instance, the white color is the reflection of light hence it strains the eyes it is for this reason that white represents innocence and purity due to the message it portrays to the eyes (don't touch me). Therefore, in today's society it is assumed that men have to automatically embrace color blue while females embrace pink because it represents femininity. The book is based on use of color as a powerful tool that has the ability to offer more love into an individual's life as well as give one more confidence when they engage in

relationships. It also gives an advanced look at relationships, sensuality, romance and intimacy. However, I highly recommend that other factors should be considered before determining the color that would automatically change the mood and intimacy level of the opposite sex. Even though a certain color may symbolize something significant to another sex, it is not guaranteed that it will have the same effect on everyone else.

#### REFERENCE

Champion, L., & Scott-Kemmis, J. (1999). *The colour of sex: An intimate look at relationships, romance and colour*. East Roseville, N.S.W: Simon & Schuster Australia.

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