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## How Color Affects the Brain

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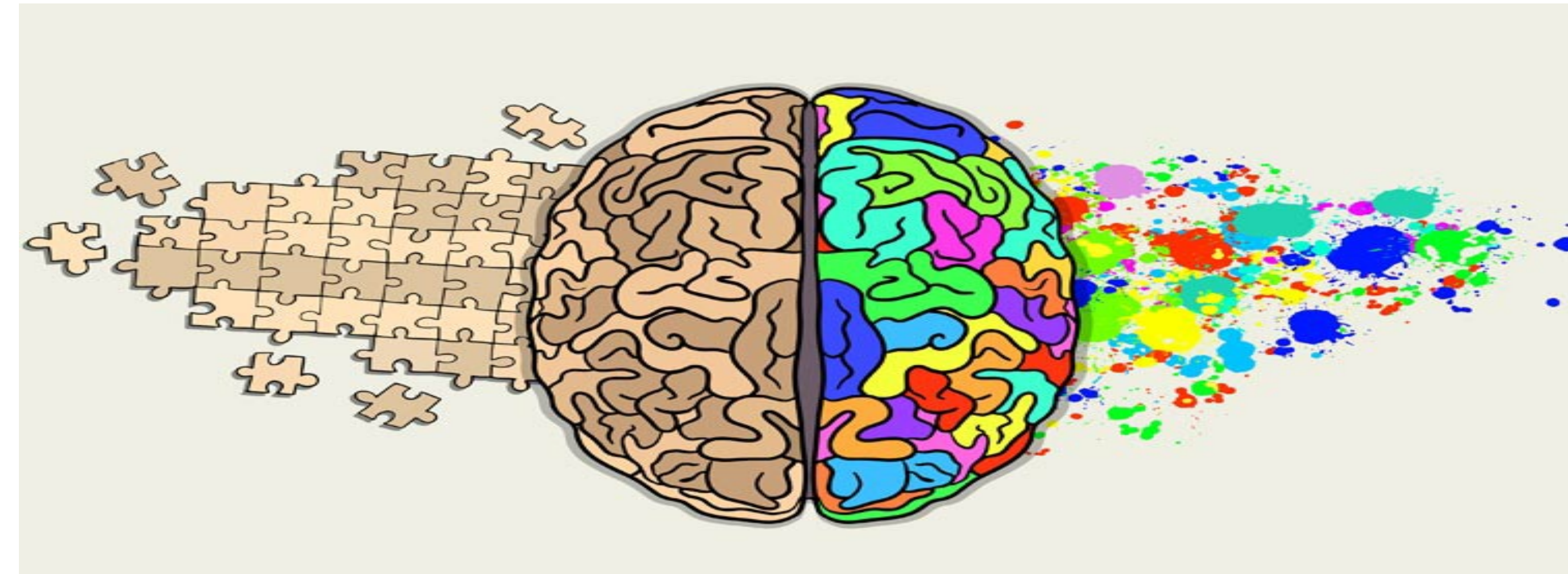
# How Color Affects the Brain

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## Abstract

Throughout this research about color theory, it has been found that when you look at different colors you feel different emotions. An example of that is fast food restaurants putting red in their food logos to use the color red to bring people in because red is found to make people hungry. For colorblind people however color can not affect them and their everyday lives, therefore they might not feel as strong emotionally.



## Conclusion

When seeing colors it is shown that colors do affect you [1] mentally [2] physically and [3] in your every day life. There are three main colors that affect you, those colors being red, blue, and yellow. Red makes you feel strong emotions, blue makes you feel calmer emotions, and yellow brings feelings of happiness because it's often compared in people's minds to the sun.

## Key Points

- Color does affect you mentally and certain shades of colors affect how you think or feel
- Color affects you physically, and color has the ability to change your physical appearance, and the ability to make you feel more confident
- Color affects all aspects of every day life, along with appearance, it influences your living space
- Research has shown that the color of your bedroom or the area you wake up in, can affect your mood

## Citations

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