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Color Quest™ Philosophy

Every human being is amazingly different from every other human in the world. Each person is unlike every other person because each is uniquely created by our creator God. Because every person is completely different from all other humans on the planet, the best way to select colors and styles for people is to address each individual personally. That is what Color Quest™ consultants do, consistently designing color mixtures that are different from every other color mix ever before created, thus bringing out the individuality of each person. Let me tell you how.

So-o-o Simple, Yet Profound

Color is always seen in relation to something else. **If you can hold up colors A and B to your client's face and see which one is the better color, you can do Color Quest™ colors.**

You will fan groups of colors to each client's face, comparing them to each other and to the client's coloring. This sorting and comparing process is like going through a large deck of playing cards. The better colors visually and graphically stand out from the others. Continue sorting and comparing until every color selected looks equally good to your eye.

You learn to **see with your own eyes** the difference between the good, the better and the best. Best colors make the client glow! They viscerally change how the client looks! You learn to recognize this phenomenon with practice and training. **Then you can choose "best colors" for anyone.**

Discovery Process

Color Quest™ methodology always matches the coloring of the client, labeling it for the client on the color fan. Hair, eyes and skin colors are obvious. A body's red is always chosen, too. This is not the red on the surface of the face. It is the red that makes the skin glow. It is usually much brighter than the surface red, but it is not so bright that it draws attention away from the person.

As body colors are being chosen, other colors are discovered that flatter the person's coloring. Each hue in every value and intensity is given a chance. **No diagnostics are ever used.** The resulting mixture of colors actually looks like the individual for whom they were chosen.

Everyone receives a variety of lighter and darker colors, of brighter and duller colors, many but not all hues, with differing proportions of each hue to the others. Yet because each hue was chosen against a particular person's face, they all look wonderful on that person and with each other. This gives each client the **luxury of variety** in their wardrobes. Without this kind of variety, people look as if they are dressed the same way, day after day, but this isn't the case with Color Quest.

Descriptive Words Chosen

Color Quest™ now addresses in a very unusual way, how the colors are best used by the client. After the colors are chosen, the color mixture discovered is described. **Color Quest clients are taught to create combinations that recreate the look of their color mixtures.** All outfits combined in this way end up looking wonderful and distinctive. Nothing seems too light, too dark, too dull, too bright, too warm, too cool, etc., to go with the wearer.

- Temperature (warm, slightly warm, warm/cool balance, slightly cool, cool)
- Intensity (ethereal to brilliant)
- Other traits (there is no limit to the adjectives that could be used to describe the colors chosen for the individual; i.e., sandy, woody, tropical, gentle, aqueous, jeweled, etc.)
- Value (the lightness or darkness of the person's composite coloring)
- Value Contrast (the maximum light/dark contrast that looks best on the individual)

Color Quest™ Color Arrangement

Color Quest consultants design color fans for their clients in a way that encourages blending. Clients use their color fans as if they were Persian rugs or tapestries; an intricate and exquisite mixture. With Color Quest's color selection methods, any color or color combination that looks well with the mixture on the fan will look well on the person. It is as if you were as putting furnishings by that Persian rug.

Accessing these unique combinations is not possible with the following ways of selecting, organizing or displaying colors.

- Using diagnostics - only colors with the same characteristic(s) look good.
- Colors organized in rainbow fashion – one goes to a color section and matches.
- Color samples are too large – the size of the sample prohibits seeing colors as a mixture.

- Colors are arranged like random confetti – this would imply that anything goes.
- Colors with the same characteristics are grouped together – the large mass of one hue draws the eye to itself encouraging matching, not blending.

Color Quest Packaging – The One with the Wavy Edges

Cynthia Skari of Color Quest, LLC, created the color fan with the wavy edges. ALL color packages with wavy edges are manufactured by Color Assembly, Inc., which purchased the manufacturing arm of Color Quest, LLC, at the beginning of 2006.

Color Fan Design as Close to Perfect as Possible

- Easily held by the human hand – facilitates easy shopping!
- Fan easily fits into pocket or purse
- Opens to right or left with equal ease
- Color samples just the right size; not too big and not too little
- Allows all colors to be easily viewed together, facilitating testing of other colors, testing of color combinations, and testing of value and value contrast levels
- Allows colors to be arranged in Color Quest’s particular random order
- Fabric swatches, not paper or paint, provide a more organic and natural feel
- No plastic or other film covering the fabric colors, distorting your view of the colors
- Fabrics mounted on clear plastic paddles, thus no background color bothers eyesight
- Darker colors designed to be toward the outside of the fan to keep lighter colors clean and to keep the thicker colors away from the ring.

Color Quest’s Two Color Systems

In order to select colors the Color Quest™ way, enough colors are needed. Yet there is no need for unlimited color choices. Color Quest color systems give consultants a scientifically balanced group of colors that represents all intensities and values in all hues.

The **Color-by-Color System** contains more than 2100 colors at present, and identifies more than 3000 colors. Each one is separately mounted on permanent plastic tags identified by a code.

The **Color Strip System** divides all hues by value first, then hue. Three colors of similar hue and value are on each of 388 clear plastic paddles. More than 1000 colors are in this system.

When you have finished selecting colors for each client, an order is written for those colors and faxed or emailed to Color Assembly, Inc. for processing. All colors are stored at this office in Aurora, CO, near Denver, so **you don't have to purchase, inventory, prepare, create**, or any other thing, your clients color packages. This saves you a tremendous amount of time and effort.

Spending Time with Clients is beneficial

The benefits of spending time with each client are many. You talk with one another during the selection process, getting to know each other. Trust is built, making it far more likely that these clients will bring their relatives and friends to you. You bond with each other. The client also has a chance to learn of your other services and usually comes back for more. With training and practice Color Quest color selection will take approximately one hour. This time is well spent.

Color Quest Consultant Training

Color Quest training is precept upon precept and takes four days. Every element is demonstrated and then practiced again and again under supervision. Additional new elements are gradually added and practiced until you are confident of your abilities to both see best colors and to teach clients how to use them well. **A 90+ page workbook is included** in the training program.

Organize a Training Session or Purchase a Color Quest™ Color System

Earn credit toward purchase of Color Quest materials or training fees by organizing a color training session in your area. Ask for Color Quest's Coordinator's Guide.

Call Cynthia Skari at 303-758-5465 or email CynthiaSkari@mcleodusa.net

Purchase Color Quest's color materials but no training

Contact Monique Zivkovic-Torres at ColorAssemblyInc@msn.com