



## ПСИХОЛОГИЯ ЦВЕТА В МАКИЯЖЕ: АНАЛИЗ ВЛИЯНИЯ ОТТЕНКОВ НА ВОСПРИЯТИЕ ОБРАЗА

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**Аннотация.** Цвет играет ключевую роль в макияже, влияя на восприятие образа, эмоциональное состояние и эстетическое восприятие человека. В данной статье анализируются психологические аспекты цвета, влияние оттенков на настроение и стиль, а также исторический анализ цветовых трендов в макияже. Особое внимание уделено тому, как визажисты используют теорию цвета в работе с клиентами и в индустрии моды.

**Ключевые слова:** психология цвета, макияж, визаж, теория цвета, цветовой анализ, цветотип, эмоциональное восприятие, цветовые тренды, цветовое сочетание, бьюти-индустрия, модные тенденции.

## THE PSYCHOLOGY OF COLOR IN MAKEUP: ANALYZING THE INFLUENCE OF SHADES ON PERCEPTION

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**Abstract.** Color plays a crucial role in makeup, influencing the perception of an image, emotional state, and aesthetic appeal. This article explores the psychological aspects of color, the impact of shades on mood and style, and a historical analysis of color trends in makeup. Special attention is given to how makeup artists apply color theory in their work with clients and in the fashion industry.

**Key words:** color psychology, makeup, makeup artistry, color theory, color analysis, color type, emotional perception, color trends, color combinations, beauty industry, fashion trends.

### Introduction

Color in makeup serves not only as a means of self-expression but also as a tool for influencing emotional states. Color psychology studies how certain shades are perceived at a subconscious level and how they can transform appearance. Makeup artists use knowledge of color to create harmonious looks, highlight individual features, and shape a particular image.

#### 1. Color Combinations and Their Psychological Impact

Each color has a specific psychological effect, which varies depending on its saturation, contrast, and combination with other shades, as shown in table 1.

Table 1

Color combinations and their psychological impact

Color	Perception	Effect in Makeup
Red	Passion, energy, confidence	Emphasizes lips, attracts attention
Blue	Calmness, intelligence, trust	Creates depth, suitable for eye shadows
Yellow	Joy, warmth, optimism	Refreshes the look, draws attention
Green	Naturalness, balance, harmony	Soothing, suitable for daytime makeup
Purple	Mystery, luxury, creativity	Suitable for expressive evening looks
Orange	Energy, cheerfulness, playfulness	Used for creating bright accents

The diagram (Figure 1) illustrates the relationship between different colors and their psychological impact, specifically in terms of arousal levels and emotional perception. Each color is represented as a point on a two-dimensional plane, where:

- The X-axis (Arousal Level) quantifies the stimulating effect of a color, ranging from low (calm, subdued) to high (energetic, intense).
- The Y-axis (Emotional Perception) represents the degree to which a color is associated with positive emotional responses, such as warmth, excitement, or relaxation.

#### Key Observations from the Diagram:

1. Red is positioned at the highest level of arousal, indicating its strong stimulating and attention-grabbing nature, commonly linked to passion, urgency, and intensity.

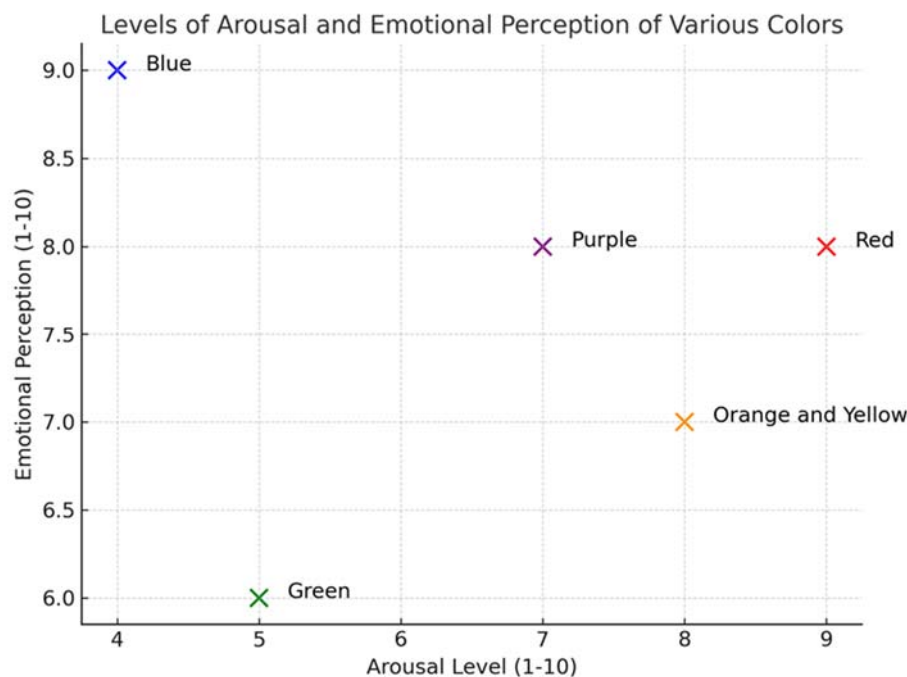


Fig. 1 Levels of arousal and emotional perception of various colors

2. Blue demonstrates a high emotional perception but a lower arousal level, reinforcing its association with trust, calmness, and reliability.

3. Yellow and Orange are grouped together, labeled as “Orange and Yellow,” reflecting their shared characteristics of high arousal and moderate emotional warmth. Yellow is often linked to optimism and energy, while orange conveys enthusiasm and excitement.

4. Green occupies a balanced position with moderate levels of both arousal and emotional perception, symbolizing harmony, stability, and natural serenity.

5. Purple is placed at a relatively high emotional perception level but a slightly lower arousal level than red, indicating its connotations of luxury, mystery, and creativity.

This visualization provides a scientific approach to understanding how colors influence psychological and physiological reactions. The findings align with established principles of color psychology, which are widely applied in makeup artistry, marketing, and branding to evoke specific emotions and shape user experiences. In makeup, leveraging this knowledge enables professionals to create looks that enhance mood, confidence, and personal expression effectively.

## 2. Analysis of Color Trends in Makeup Through Different Eras

Historically, makeup has reflected social and cultural changes. Certain color palettes dominated different eras depending on the aesthetic ideals of the time.

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Era	Characteristic Colors	Influencing Factors
1920s	Dark lips, pale skin, black smoky eyes	Women's liberation, Hollywood
1950s	Red lips, natural blush, precise eyeliner	Glamorous era, retro style
1980s	Bright eyeshadows (blue, purple, pink), blush	Era of experimentation, pop culture
2000s	Nude tones, minimalism, natural look	Popularity of natural beauty

**Analogous and Triadic Color Combinations in Makeup**

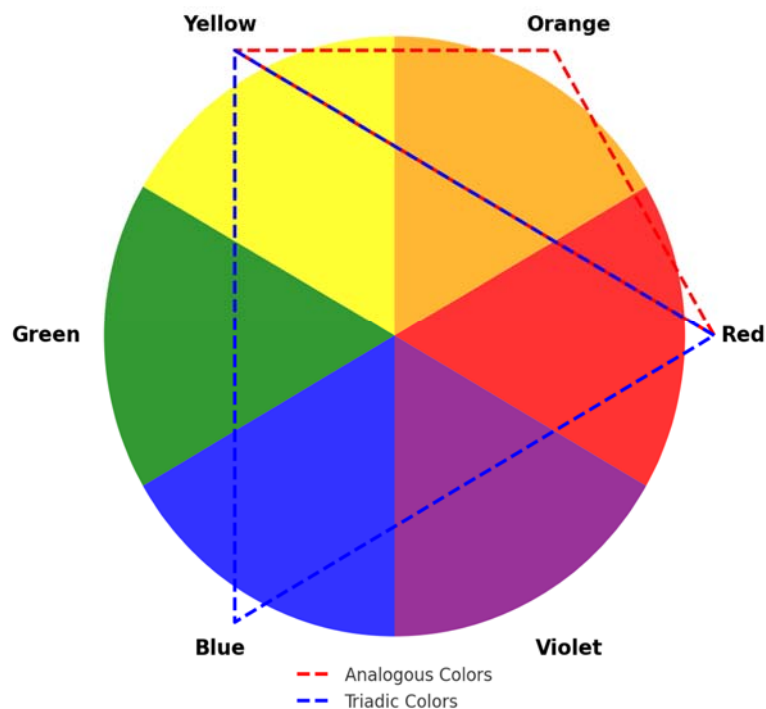


Fig. 2 Analogous and Triadic Color Combinations in Makeup

### 3. Application of Color Theory by Makeup Artists

Makeup artists use knowledge of color psychology for various purposes:

- Determining the client's color type: Analyzing skin tone, eye color, and hair color helps select the most harmonious shades.

- Using contrasts: Opposite shades on the color wheel are chosen to create expressive looks.
- Face feature correction: Light shades enhance and enlarge, while dark shades visually reduce volumes.
- Creating a specific mood: Makeup can convey different emotions – from tenderness and romance to aggression and drama.

### **Description of the Diagram: Analogous and Triadic Color Combinations in Makeup**

This circular diagram (figure 2) visually represents the analogous and triadic color combinations in makeup, based on Johannes Itten's color theory. The diagram is structured as a color wheel, with each segment displaying a primary or secondary color commonly used in makeup applications.

#### **Key Features of the Diagram:**

1. Analogous Colors (Red, Orange, Yellow) – Marked with a Red Dashed Line:
  - Analogous colors are adjacent on the color wheel and create a harmonious and blended look in makeup.
  - These warm tones are often used together for a natural gradient effect in eye makeup, blush, and lipstick.
  - Example: A golden-yellow highlighter, peachy blush, and red lipstick form a cohesive warm-toned makeup look.
2. Triadic Colors (Red, Yellow, Blue) – Marked with a Blue Dashed Line:
  - Triadic colors are evenly spaced around the color wheel, creating a balanced yet vibrant contrast.
  - In makeup, these colors can be used to create a bold, dynamic look by incorporating different elements.
  - Example: Blue eyeliner, golden-yellow eyeshadow, and red lips make an artistic and striking color combination.

#### **Application in Makeup:**

- Analogous combinations are commonly used for a soft, natural, and aesthetically pleasing effect in everyday and professional makeup.
- Triadic combinations are perfect for editorial looks, high-fashion makeup, and runway styles, adding a creative and striking balance of colors.

By understanding these color harmony principles, makeup artists can create visually appealing and well-balanced looks, enhancing the features of their clients while maintaining a sense of aesthetic cohesion.

#### **Conclusion**

Understanding color psychology is an essential tool in a makeup artist's work. Knowledge of how colors influence emotional states and visual perception helps create looks that align with both fashion trends and individual client needs.

## SCIENCE TIME

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