

valspar®

COLOUR WITH CONFIDENCE



THE COLOUR EFFECT

SEASONAL AFFECTIVE DISORDER

Golden Sue
R129C

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LET COLOUR BRIGHTEN UP THE DARK DAYS

Have you ever felt a bit low with the change of seasons? Well, you're not alone. Also known as 'Winter Depression,' Seasonal Affective Disorder (SAD) is a reaction of your body to the lack of sunlight. A part of your brain named the hypothalamus is disrupted, which has a knock-on effect on the production of melatonin and serotonin hormones. In everyday terms, that means your ability to experience happiness is biologically lessened, prompting you to start feeling sleepier and moodier.

Direct exposure to sunlight is of great help, but colour can also have a hugely positive effect.

Peach Rose
X615 - R133C

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THE COLOUR EFFECT VS SEASONAL AFFECTIVE DISORDER

Seasonal Affective Disorder (SAD) is the result of insufficient full-spectrum sunlight. As such, the key to combat it is to use colours that reflect as much natural light as possible. **So choose colours with a white base and warm undertones, and you'll start to feel more optimistic.**

Orange, yellow and green tones are all great options, historically associated with joy and positivity. And there's scientific evidence for it; yellow has proven to stimulate the release of serotonin in the brain, aka 'the happy hormone.' So, choose a yellow from Valspar's range of 2,000 pre-selected colours, or match your own with over 2.2M possibilities, and your brain is likely to love it. Quite literally.

Given the colder character of winter sunlight, it may be advisable to go one shade warmer than you would during the summer.

To colour with absolute confidence, you can count on Valspar's purpose-built Lightboxes in store, and see the colour in different lighting conditions – or order your Colour Chips online and run your own tests at home.

When it comes to making choices, brighter and more saturated colours (hues that have more 'colour' in them) are best suited to tackle SAD, as they'll retain their vibrancy in duller lights. **Oranges, pinks and yellows are perfect, but greens and blues can also feature warm undertones.**

Ultimately, pick the colour that lifts you up – knowing that, thanks to our Pure Colour™ promise, retained vibrancy over time is always guaranteed.

Soft Focus
R129A

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HOW TO USE THIS PALETTE

Bold colours, like Teal Time (R220B) or Golden Sue (R129C), can truly energise your home office, your kitchen or whichever room you pick, and infuse it with bright positivity.

For a more understated vibe, find fresh neutrals with a tinge of colour, like Toque (W27E) and Sea Silk (W27A) - or choose Cozy Glow (L10E - W20E) to give restful rooms a warmer ambience. These off-white shades will help create a nicely bright atmosphere - crisp, clean and perfect under all lights.

“When nights get shorter and the world outside turns cold, our instinct is to draw in and conserve energy. Bringing vibrancy and energy into our spaces through uplifting colour goes some way to counteract this. Clean, fresh colours are optically brightening and reflective, enhancing the feeling of light in a room.”

Justine Fox, Applied Colour Psychobiology Expert

Sea Silk
W27A

Toque
W27E

Teal Time
R220B

Golden Sue
R129C

Soft Focus
R129A

Cozy Glow
L10E - W20E

Dollface
R109A

Peach Rose
X61 - R133C

*Colours shown in this guide are a representation, please use our Colour Chips or Tester Pots for exact matches.

Teal Time
R220B

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CREATING THE PERFECT ENVIRONMENT WITH THE COLOUR EFFECT

To minimise the effects of Seasonal Affective Disorder, the key is to make the most of any natural light; to make the living space feel as light and airy as possible.

One clever trick is to find ways of reminding yourself of the outdoors: designating a plant area within a room or choosing inspiring artwork can be very helpful. Another effective way of 'fooling' your brain is to bring back memories of sun-kissed days, so dig out those old holiday photos and find some space for them.

Colour can also be your best ally to cruise through the depths of winter. Find fun ways of injecting vibrant tones literally everywhere: paint around the artwork, highlight the features of the room - with a bit of imagination and the right hue, you can manage the winter blues.