

SPARKLE

Change your Colors...and you change your World!



Color Therapy Month



A Month of Opportunities

ELEYNE-MARI SHARP
FOUNDER OF COLOR THERAPY MONTH

Did you know that you have been practicing some form of color therapy your entire life?

You choose the colors you wear, the colors you eat, your furnishings and wall colors. And whether you're conscious of it or not, all of your color choices are meant to make you feel better.

Are you a savvy business owner? Then you will be pleased to know that **Color Therapy Month** offers a spectrum of opportunities to help you drive traffic to your website and brick-and-mortar establishment, regardless of your industry. (This guide will show you how.)

Do you work with color energy? Many color experts and healers throughout the world are participating in **Color Therapy Month**, even though they may offer similar services. While some may view this as "competing" for the same customers, I invite you to Open Your Heart and embrace it as a golden opportunity to support and encourage your fellow hue-mans. There is abundance for all!

The story on the next page is a familiar one. Based upon a Native American legend, it reminds us of the beauty we manifest when we make the higher dimensional commitment to Color Unity!

Color Therapy Month

Once upon a time the colors of the world started to quarrel.

All claimed that they were the best.

The most important.

The most useful.

The favorite.

Green said:

"Clearly, I am the most important. I am the sign of life and of hope. I was chosen for grass, trees and leaves. Without me, all animals would die. Look out over the countryside and you will see that I am in the majority."

Blue interrupted:

"You only think about the Earth, but consider the sky and sea. It is the water that is the basis of life and drawn up by the clouds from the deep sea. The sky gives space and peace and serenity. Without my peace, you would all be nothing."

Yellow chuckled:

"You are all so serious. I bring laughter, gaiety and warmth to the world. The sun is yellow, the moon is yellow, the stars are yellow. Every time you look at a sunflower, the whole world starts to smile. Without me, there would be no fun."

Orange started next to blow her trumpet:

"I am the color of health and strength. I may be scarce but I am precious for I serve the needs of human life. I carry the most important vitamins. Think of carrots, pumpkins, oranges, mangoes and papaya. I don't hang around all the time, but when I fill the sky at sunrise or sunset, my beauty is so striking that no one gives another thought to any of you."

Red could stand it no longer. He shouted out:

"I am the ruler of all of you! I am blood! Life's blood! I am the color of danger and of bravery. I am willing to fight for a cause. I bring fire to the blood! I am the color of passion and of love, the red rose, the poppy and the poinsettia. Without me, the earth would be as empty as the moon!"

Purple rose up to his full height. He was very tall and spoke with great pomp:

"I am the color of royalty and power. Kings, chiefs and bishops have always chosen me for I am a sign of authority and wisdom. People do not question me. They listen and obey."

Finally Indigo spoke, much more quietly than all the others, but with just as much determination:

"Think of me. I am the color of silence. You hardly notice me but without me you all become superficial. I represent thought and reflection, twilight and deep water. You need me for balance and contrast, for prayer and inner peace."

And so all the colors went on boasting and quarreling, each convinced of their own superiority. Their quarreling became louder and louder. Suddenly, there was a startling flash of bright lightning! Thunder rolled and boomed! Rain started to pour down relentlessly. The colors crunched down in fear, drawing close to one another for comfort.

In the midst of the clamor, Rain began to speak:

"You foolish colors, fighting amongst yourselves, each trying to dominate the rest. Don't you know you were each made for a special purpose—unique and different! Join hands with one another and come to me."

Doing as they were told, the colors united and joined hands.

The Rain continued:

"From now on, when it rains, each of you will stretch across the sky in a great bow of colors as a reminder that you can all live in peace. The Rainbow is a sign of hope for tomorrow."

And so, whenever a good rain washes the world and a Rainbow appears in the sky, let us remember to appreciate one another.



QUICK FACTS

What is Color Therapy Month?

It is the worldwide holiday in March that was founded in 2011 by color therapist Eleyne-Mari Sharp to celebrate the healing power of color.

What are the goals of Color Therapy Month?

To increase public awareness about the benefits of color healing and to encourage support for color therapists and individuals who work with color.

What is color therapy?

An ancient energy healing method that has been used for thousands of years, color therapy may include color breathing, using color sprays and oils, color therapy glasses, gemstones, colored tuning forks and colored lights.

How can my business get involved?

Host an event, set up special color therapy displays, create a color therapy product. For more ideas, read this guide!

Color Therapy Month



COLOR PIONEERS

Dr. Edwin D. Babbitt (1828-1905)

Considered to be the father of modern-day chromotherapy, the American-born Babbitt is most known for his book, *Principles of Light and Color*. The book describes his work in using colored lights for healing a variety of physical ailments.

Dr. Dinshah P. Ghadiali (1873-1966)

Born in India, Ghadiali is the founder of the Spectro-Chrome healing method which uses an incandescent lamp and color filters to promote healing.

Semyon Kirlian (1898-1978)

In 1939, this Russian scientist accidentally discovered a technique which captures the images of auras to diagnose illnesses. By placing an object on a photographic plate and exposing it to a high electrical field, an auric image is created.

Dr. Max Lüscher (1923-present)

Swiss psychologist who introduced his Lüscher Color Test in the 1940s. A form of color therapy, the test consists of choosing colors to determine a person's psychological state.

Peter Mandel (1941-present)

A German scientist and naturopathic healer, Mandel founded a light therapy called Esogetic Colorpuncture in the 1970s. His system is based on focusing colored light from an acu-light pen onto various body points to stimulate physical and emotional healing.

Rudolf Steiner (1861-1925)

Austrian clairvoyant and philosopher known for promoting color healing in his spiritual teachings. His first Anthroposophy center was designed with colored stained glass to remind people of the spiritual benefits of color.

Sir Isaac Newton (1642-1727)

British scientist and mathematician shown light through a prism in 1666, confirming his theory that white light is comprised of the seven rainbow colors: red, orange, yellow, green, blue, indigo and violet.

Vicki Wall (1918-1991)

Born clairvoyant as the seventh child of a seventh child, blind English pharmacist Vicki Wall was instructed in her dreams to "divide the waters". Using her "second sight", meditation and prayer, Vicki created her Aura-Soma color healing system in 1984 from Chalice Well water, natural colorings and plant and crystal energy.



COLOR PEP RALLY

**“2...4...6...8...WHAT DO WE APPRECIATE?
COLOR! COLOR! YAY...COLOR!”**

JOIN THE FUN

PLAN AN EVENT.

**Invite color experts to
present workshops and
demonstrations at your
facility.**

GET SOCIAL.

**Notify your followers
about your Color Therapy
Month participation via
Facebook, Twitter and
other social media.
#colortherapymonth**

ENLIGHTEN CUSTOMERS.

Post informative articles and testimonials about color healing on your website, blog and newsletter. Include the healing benefits of color in your product display descriptions.

SUPPORT THE CAUSE.

**Become a Color
Ambassador and get free
ads, discounts and color
appreciation gifts.**

See website for details.

SPEAK UP.

**Schedule a Color chat or
Color Therapy Month
party on Facebook or
Twitter.**

SHOW YOUR COLORS.

**Provide your customers
with official Color
Therapy Month t-shirts
and merchandise.**

ALERT THE MEDIA.

**Contact your local media
to be interviewed about
your special Color
Therapy Month event or
promotion.**

GET INVOLVED

Animal Shelters, Veterinarians ~ offer colorful pet collars with each adoption or visit.

Artists ~ create an art show or mural that depicts the healing power of color.

Bloggers ~ review color therapy products. Create a Color Therapy Month blog hop.

Bookstores, Librarians ~ set up Color Therapy displays.

Broadcasters ~ interview a color expert on your radio or television show. Broadcast a Color Therapy Month public service announcement. Offer color card intuitive readings on the air.

Cheerleaders ~ host a color pep rally.

Color Therapists ~ promote your color healing services and workshops in radio, television and print interviews.

Dentists ~ offer a Color Therapy Month special on colored orthodontics.

Entertainers ~ host a colorful magic or variety show.

Environmentalists ~ schedule a color nature walk or scavenger hunt.

Fashion Designers ~ design a color therapy line and organize a fashion show.

Florists ~ create special Color Therapy Month theme bouquets.

Gardeners ~ host a Color Therapy flower show or Secret Color Therapy garden tour.

Hair Stylists ~ offer special Color Therapy Month rainbow-dyed hairdos.

Hospitals ~ offer color therapy workshops. Organize public mural exhibition to promote color healing.

Color Therapy Month

GET INVOLVED

Jewelers ~ display jewels according to their color healing properties.

Jewelry Designers ~ create color therapy jewelry line.

Musicians ~ compose a song about color. Perform a repertoire of songs about color. Paint your instrument your favorite color.

Psychic Readers ~ promote color readings as one of your services.

Restaurants, Bakers, Chefs ~ create a special Color Therapy Month menu. Decorate with a rainbow theme.

Retailers ~ host a color therapy lecture, fashion show, face painting or jewelry-making workshop.

Tattoo Artists ~ design and offer special Color Therapy Month tattoos.

Teachers ~ bake a batch of colorful cupcakes and teach your students about the benefits of each color.

Tourism Bureaus, Town Councils ~ organize a color parade or colorful kite festival.

Writers ~ interview color experts for articles about color healing and its history.

Color Therapy Month

FOR FACEBOOK, BLOGS AND NEWSLETTERS

Have you heard about Color Therapy Month, the global holiday in March which was created in 2011 to celebrate the healing power of color? Now in its seventh year, Color Therapy Month features workshops and events throughout the country, as well as blogs, publications, radio shows and webinars.

According to Color Therapy Month founder Eleyne-Mari Sharp (a color therapist and director of Aura House School of Color and Light), March was selected for Color Therapy Month because it typically conjures thoughts of colorful rainbows and the color green, which represents prosperity, good health, renewal and growth. "There are so many ways to experience the benefits of green," she says. "We can breathe green, wear green, eat green, drink green, carry a lucky green stone...even color our hair green!"

Color therapy is an ancient energy healing method that has been used for thousands of years. "It is a powerful tool and readily available, from chromotherapy baths and colored tuning forks to colored lightbulbs and dual color therapy systems like Aura-Soma and Colour Mirrors."

Anyone may participate in the worldwide Color Therapy Month celebration, including retailers, hair stylists, healing professionals, artists, teachers, bloggers, publications and broadcasting producers. For free Color Therapy Month graphics and event ideas, visit the official website at www.colortherymonth.com.

Color Therapy Month

FOR TWITTER

hashtag: #colorthераpymonth

Please Retweet: March is #ColorTherapyMonth. What are YOU planning?
www.colorthераpymonth.com #color #colorthераpymonth

Color HEALS...pass it ON! www.colorthераpymonth.com #color #colorthераpymonth
#colorthераpymonth

March is nearly here! Get your official #ColorTherapyMonth merchandise @
www.colorthераpymonth.com #color #colorthераpymonth

Be a rainbow in someone's cloud...tell them about #ColorTherapyMonth!
www.colorthераpymonth.com #color #colorthераpymonth

Happy Color Therapy Month! What color makes YOU feel good?
www.colorthераpymonth.com #color #colorthераpymonth #colorthераpymonth

Ask me about my Color Therapy Month event! www.colorthераpymonth.com
#color #colorthераpymonth #colorthераpymonth

Color Therapy Month

FOR TWITTER

HAPPY #COLORTHERAPYMONTH! Celebrate by painting a room in your house.
www.colorthераpymonth.com

HAPPY #COLORTHERAPYMONTH! Celebrate by dyeing your hair a primary color.
www.colorthераpymonth.com

HAPPY #COLORTHERAPYMONTH! Celebrate by listening to #Color Healing Radio
at <http://bit.ly/bdav7b>. www.colorthераpymonth.com

HAPPY #COLORTHERAPYMONTH! Celebrate by eating a salad that contains all 7
#colors of the rainbow. www.colorthераpymonth.com

HAPPY #COLORTHERAPYMONTH! Celebrate by visiting an art gallery or museum.
www.colorthераpymonth.com

HAPPY #COLORTHERAPYMONTH! Celebrate by attending a #colorthераpy
workshop online or offline. www.colorthераpymonth.com

HAPPY #COLORTHERAPYMONTH! Celebrate by changing the #color of your
toothbrush. www.colorthераpymonth.com

HAPPY #COLORTHERAPYMONTH! Celebrate by booking an appointment with a
#color therapist. www.colorthераpymonth.com

Color Therapy Month

FOR TWITTER

HAPPY #COLORTHERAPYMONTH! Celebrate by getting out your crayons and coloring a mandala to beautiful music. www.colorthrapymonth.com

HAPPY #COLORTHERAPYMONTH! Celebrate by buying a new, #colorful outfit. www.colorthrapymonth.com

HAPPY #COLORTHERAPYMONTH! Celebrate by creating a #colorful collage. www.colorthrapymonth.com

HAPPY #COLORTHERAPYMONTH! Celebrate by planning a #colorthrapyparty with #color readings. www.colorthrapymonth.com

HAPPY #COLORTHERAPYMONTH! Celebrate by baking a batch of #rainbow cupcakes. www.colorthrapymonth.com

HAPPY #COLORTHERAPYMONTH! Celebrate by changing the #color of your curtains. www.colorthrapymonth.com

HAPPY #COLORTHERAPYMONTH! Celebrate by taking a #colorthrapypath. www.colorthrapymonth.com

HAPPY #COLORTHERAPYMONTH! Celebrate by booking an aura photography session. www.colorthrapymonth.com

Color Therapy Month

FOR TWITTER

HAPPY #COLORTHERAPYMONTH! Celebrate by watching The #Color Channel at <http://bit.ly/fLUlrL>. www.colorthrapymonth.com

HAPPY #COLORTHERAPYMONTH! Celebrate by treating yourself to a #colorful mani-pedi. www.colorthrapymonth.com

HAPPY #COLORTHERAPYMONTH! Post colorful photos on your blog. www.colorthrapymonth.com

HAPPY #COLORTHERAPYMONTH! Create a rainbow scavenger hunt. www.colorthrapymonth.com

HAPPY #COLORTHERAPYMONTH! Wear a different pair of color therapy glasses each day. www.colorthrapymonth.com

HAPPY #COLORTHERAPYMONTH! Mix and drink your favorite colorful cocktail or fruit smoothie. www.colorthrapymonth.com

HAPPY #COLORTHERAPYMONTH! Write a poem with different colored pens or pencils. www.colorthrapymonth.com

HAPPY #COLORTHERAPYMONTH! Sit under a green light for 5 minutes. www.colorthrapymonth.com

Color Therapy Month

FOR TWITTER

HAPPY #COLORTHERAPYMONTH! Create your own Fruit Loops necklace.
www.colorthertapymonth.com

HAPPY #COLORTHERAPYMONTH! Paint a silk scarf in beautiful colors.
www.colorthertapymonth.com

HAPPY #COLORTHERAPYMONTH! Create a flower display of all the 7 rainbow colors. www.colorthertapymonth.com

HAPPY #COLORTHERAPYMONTH! Paint a child's face (or your own!)
www.colorthertapymonth.com

HAPPY #COLORTHERAPYMONTH! Listen to colorful music.
www.colorthertapymonth.com

HAPPY #COLORTHERAPYMONTH! Sew a colorful quilt.
www.colorthertapymonth.com

HAPPY #COLORTHERAPYMONTH! Blow bubbles...and enjoy the rainbows!
www.colorthertapymonth.com

Color Therapy Month

ADVERTISING RATES

Featured Events Listings (website) ~ \$99 per listing per year*

Submit your color therapy or color-related listings (anywhere in the world—either online or offline events) to colortherapymonth@yahoo.com. Listings include 60-word event description and should also include your event name, date, time, location, street address (or website URL if event is online), town, state, country, phone number, website URL and/or email address. Rate includes one March 2017 event listing at www.facebook.com/WorldColorTherapyMonth.

Basic Events Listings (website) ~ free

Submit your basic color therapy or color-related listings (anywhere in the world—either online or offline events) to colortherapymonth@yahoo.com. Basic listings include event name, date, time, location, town, state, country and email address. Listings are located under the “Calendar” tab on the official website at www.colortherapymonth.com.

**We accept payment and donations via PayPal (send to austensharp@yahoo.com), check, money order and credit card. Send payment to Austen Sharp LLC, P.O. Box 12, Newport, RI 02840. Your listing will be linked to your website until February 28, 2018. Advertising is non-refundable.*

Color Therapy Month

MAKE A DONATION

Our mission is to color the world. But the world is HUGE, which means it will take a lot of work--and at least \$25,000--to meet our printing and production needs:

- Production of a special Color Therapy Month coloring book.
- Production of official Color Therapy Month merchandise.
- Production of special Color Therapy Month episodes on Color Healing Radio.
- Design update and maintenance of official Color Therapy Month website.
- Production of online Luminaries Color Conference and virtual Color Fair.
- Production of audio-recorded interviews package for Luminaries Color Conference.
- Production of a special Color Therapy Month video to broadcast on The Color Channel on YouTube.
- Distribution of promotional materials to our international Color Therapy Month ambassadors.

Color Therapy Month

MAKE A DONATION

\$10 ~ True Blue

Receive a shout-out on Twitter--PLUS an abundance of Rainbow Blessings!

\$25 ~ Color Conscious

Receive a shout-out on Twitter, one color therapy teleseminar mp3--PLUS an abundance of Rainbow Blessings!

\$75 ~ Tickled Pink

Receive a shout-out on Twitter, one color therapy teleseminar mp3, one color therapy meditation mp3--PLUS an abundance of Rainbow Blessings!

\$100 ~ Mad About Hue

Receive a shout-out on Twitter, a mention on our Color Therapy Month website, one color therapy teleseminar mp3, one color therapy meditation mp3, one Color Therapy Month totebag--PLUS an abundance of Rainbow Blessings!

\$500 ~ Color Angel

Receive a shout-out on Twitter, a mention on our Color Therapy Month website, two color therapy teleseminar mp3s, two color therapy meditation mp3s, one Color Therapy Month totebag, one Color Therapy Month t-shirt, one copy of the *Simply Color for Everyday Living* book--PLUS an abundance of Rainbow Blessings!

\$1000 ~ Rainbow Maker

Receive a shout-out on Twitter, a mention on our Color Therapy Month website, two color therapy teleseminar mp3s, two color therapy meditation mp3s, two Color Therapy Month totebags, two Color Therapy Month t-shirts, two Color Therapy Month coffee mugs, two copies of our forthcoming Color Therapy Month coloring book, one audio copy of our Luminaries Color Conference interview package, two copies of the *Simply Color for Everyday Living* book--PLUS an abundance of Rainbow Blessings!

Color Therapy Month



CONTACT

COLOR THERAPY MONTH

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colortherapymonth@yahoo.com

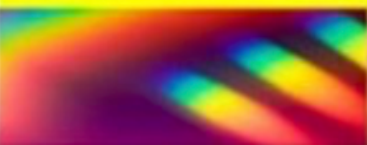
Facebook page: www.facebook.com/WorldColorTherapyMonth/

Color Therapy Month is a grassroots campaign, created by Aura House School of Color and Light, a division of Austen Sharp LLC. Its purpose is to increase public awareness about the benefits of color healing and to encourage support for color therapists, artists and individuals who work with color.



Color Therapy Month

March 1 - 31



COLOR THERAPY MONTH

31 Ways You Can Celebrate

1. Paint a room in your house.
2. Dye your hair a primary color.
3. Listen to *Color Healing Radio*.
4. Eat a salad that contains all 7 colors of the rainbow.
5. Visit an art gallery or museum.
6. Attend a color therapy workshop online or offline.
7. Change the color of your toothbrush.
8. Book an appointment with a color therapist.
9. Get out your crayons and coloring books.
10. Buy a colorful outfit.
11. Create a colorful collage.
12. Plan a Color Therapy party with color readings.
13. Bake a batch of Rainbow Cupcakes.
14. Change the color of your curtains.
15. Take a color therapy bath.
16. Book an aura photography session.
17. Watch *The Color Channel* on YouTube.
18. Treat yourself to a colorful mani-pedi.
19. Post colorful photos on your blog.
20. Create a rainbow scavenger hunt.
21. Wear a different pair of color therapy glasses each day.
22. Mix and drink your favorite colorful cocktail or fruit smoothie.
23. Write a poem with different colored pens or pencils.
24. Sit under a green light for 5 minutes.
25. Create your own Fruit Loops necklace.
26. Paint a silk scarf in beautiful colors.
27. Create a flower display of all the 7 rainbow colors.
28. Paint a child's face (or your own!).
29. Listen to colorful music.
30. Sew a colorful quilt.
31. Blow bubbles and enjoy the rainbows!