

Pantone

MORE ALIVE WITH COLOR

More Alive with Color is the latest book from Leatrice Eiseman, executive director of the Pantone Color Institute. It helps consumers transform the way they look and feel by identifying the best colors to reflect their personal style, and provides a portable color guide for easy shopping.

The book features Colortime palettes that take into account eye, hair and skin color to identify an individual's personal color palette. The palettes are displayed with the same PANTONE for fashion and home color system that professionals have trusted for years. Eiseman uses the system to give men and women a precise language for communicating color, and to help consumers take the guesswork out of choosing the right colors — from clothing that reflects their personality to cosmetic and hair colors that will make their skin look healthier and flatter their natural coloring. Now consumers can take these color palettes on the go to make shopping fun and easy.

“After reading *More Alive with Color*, consumers will know their power colors for interviews, the right colors for special occasions, and how to develop their personal style,” says Lisa Herbert, executive vice president of the fashion, home and consumer division at Pantone. “People can be overwhelmed by many color choices, and have used a variety of hit-or-miss resources — from magazine clippings to fabric swatches and catalogs — to select colors for a new make-up look, to update their wardrobes, or to coordinate colors for weddings or travel... the book empowers consumers to find their personal shades with confidence.”

“Wearing the wrong colors is essentially the same as wearing the wrong size or fit,” says author Leatrice Eiseman. “Men and women have a specific color palette that flatters them and it's based on eye, skin and hair color, as well as their personality. When you wear colors that are really suited to you, it draws people in your direction and enhances your self-esteem.”

More Alive With Color is available immediately at www.pantoneuniverse.com for a suggested retail price of U.S. \$30.00. *More Alive With Color* is published by Capital Books, Sterling, Virginia, www.capital-books.com.

SELECT COMBINATIONS FROM THE SUNRISE PALETTE



BLUE JEWEL



ELECTRIC GREEN



NAVY BLUE



RASPBERRY RADIANCE



BLUE BELL



LIGHT TAUPE

SELECT COMBINATIONS FROM THE SUNSET PALETTE



EARTH RED



CARAMEL



TEAL



BURNT CORAL



MOONLIGHT MAUVE



COGNAC

SELECT COMBINATIONS FROM THE SUNLIGHT PALETTE



BLUSH



NILE BLUE



GREEN HAZE



MELLOW BUFF



DUSTY LAVENDER



CAPPUCCINO

In *More Alive With Color*, Eiseman introduces her “Color Clock” system where readers identify with a certain palette and use the detachable PANTONE Color pages to match or blend colors accurately during shopping trips. By taking the “Colortime Quiz,” consumers discover their personal range of 50 important colors that fit their style and comfort level. Palettes include Sunrise, with the sparkling jewel tones of dawn and dew; Sunlight, with the soft pastels and delicious fruit shades of noon; or Sunset, with the fiery hues that mellow into dusk. Additionally, the book includes a Crossover palette of colors that can be worn by anyone.

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Male readers may find it difficult to relate to colors with “feminine” names like Shocking Pink or Violet Tulle. Forget the names — just use your palette as your guide, advises Leatrice Eiseman in *More Alive with Color*. After all, women have been using so-called masculine colors like Charcoal Gray and Navy Blue for years, and it hasn’t made them any less ladylike!

PHOTOGRAPH: ZINDREN DESIGN

Hair Inspiration

If you color your hair, choosing the right shade can be more confusing than choosing cosmetics. *More Alive with Color* provides guidelines that can help you with hair color choices. Knowing your “colortime” can help you achieve a more natural look.

PHOTOGRAPHS: STEVEN GIRALT

BLONDES



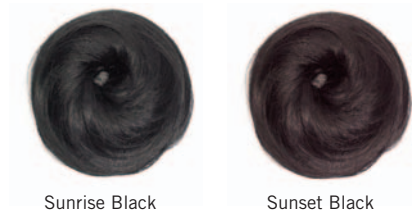
GRAYS



REDHEADS



BLACKS



BROWNS

