



How to Prepare for Long Distance Color Analysis

Following these directions will help give you the best results:

- Take 3 photos — one straight on (full face) and one of each profile — both close up and with your hair framing your face. (Do not tie your hair back – I need to have your hair around your face.) And, please be sure your teeth show in the front facing photo.
- Please wear no color around face – so either have bare shoulders or wear white or beige.
- Take them in natural light (although not direct sunlight) for the best results. If you do it inside the house, generally facing a window works best.
- If it is helpful to you to email me the photos before you have them developed to be sure they are the right size with your hair in the right place, etc. feel free to do so. I'm happy to put your mind at ease.
- **Have them developed to 8x10—please do not send smaller photos** – I need your head to be about the size of a real life head. I do not generally recommend printing them from your computer (although you can try). This rarely results in a perfect color match. **Please do not blow up the photo to fill the frame.** When you do that it makes your skin look grainy and brings in unnatural colors. It's hard for me to work from that. Develop the photo as is (sorry, this is hard to explain...here's an example of a blown up photo vs. the original):



Do



Don't

Here are examples of the perfect photos (each is 8x10) a client sent:



- If you wear glasses, please take the pictures without glasses – I need to be able to see your eyes very clearly. (If you want to send me a separate picture with your glasses, that's fine.)
- Make absolutely sure the coloring of the printed/developed photos matches the coloring of your hair, skin and eyes. If it doesn't either try another developer or take different pictures. This can often take 3 or 4 attempts to get it just right. And, I highly recommend showing someone else the photo next to your face to get another opinion. Color accuracy is important for getting the best results.
- Send the photos to me at: Total Image Consultants, 14 Lewis Street, Lynn, MA 01902

Please do not wear any makeup in the photos although if you have a lot of redness (rosacea) in your skin, you can wear a very light foundation to subdue the redness slightly. **You can wear a natural eyeliner and mascara, but no eyeshadow, blush or lipstick please.**

Thank you! I cannot wait to see your smiling face 'sitting' in my studio as I create a gorgeous color palette just for you!

With beauty, style & grace,
Ginger