

CHAPTER

# 3 The Supermarket Test

## Between You and Me...

The Supermarket Test is based upon my belief that we will not like the color of anything if we don't also like its taste. Said another way: We like a color of a fruit or vegetable *only if we like its taste.*

YOU'RE READY TO SAY GOOD-BYE TO AN ALL-BEIGE WORLD, but something won't let you do it. That "something" more than likely is too many years of hearing that you'll grow tired of a particular color, or that certain colors when used together "look busy." Magazines have shown you the beige-and-white way for so many years that you don't feel completely comfortable taking the plunge into a Technicolor world. After all, it's one thing to be told to throw away your inhibitions, but it's quite another to actually do it.

Or, you may have decided that you want a professional designer to rescue you by showing you all the colors that are "absolutely perfect for you." Many experts will be happy, for a fee of course, to show you which colors are right for you. Any one, or even all of these, may be good solutions for you. But there is an easier (and free) way: the Supermarket Test, a method I developed to help you discover the colors you'll be happiest living with—now and always—*your colors!*

The Supermarket Test springs from my own love of food. If I'm unhappy, a trip to the supermarket cheers me up. Where other women will turn to jewelry, I'll pick up a pineapple. I find that the gorgeous colors of fruits and vegetables give me a natural lift. Colors speak to me in the most elemental language—feelings, and in particular, my feelings—my instinctive response to colors. At the outset, it's important to know that the Supermarket Test is based upon my belief that we will not like the color of anything if we don't also like its taste. Said another way: We like a color of a fruit or vegetable *only if we like its taste.*

I've found over the years in using this test with hundreds of clients, that taste plays a part in the subconscious reason we like a color. Have

