

# THE SCIENCE OF COLOR



**EVERY BRAIN SEES IT DIFFERENTLY**

## Unique

The latest research suggests that color impacts the brain in a big way, but it doesn't impact us all the same way.

## Impact

Color influences brain activity patterns in areas of the brain that support perception, thought, language, and emotions. As our brain figures out what color we're looking at, color, in turn, is changing the way our brain is working.

## Communication

Looking through a colored lens can actually change the way different parts of the brain communicate with each other.

## Individual

Individual brains are uniquely tuned to color, meaning that brains can be very different from one another in terms of their color sensitivity.

## Function

People with Irlen Syndrome require individualized colored filters to allow their brains to process visual information properly.

## Interpret

The correct color allows the brain to properly interpret visual signals, eliminating eyestrain, headaches, light sensitivity, and challenges with reading & visual tasks.

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Hu, K., De Rosa, E., & Anderson, A. K. (2020). Differential color tuning of the mesolimbic reward system. Scientific Reports, 10(1), 1-12.

Tosta, S., & Anderson, A. (2019). Precision-Tinted Spectral Filters Reduce TBI-Related Migraines and Visual Cortical Sensitivity, Brain Injury, 33, 162-162).