

## L·E·L·O·N

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warm

cold

complimentary

analogous

## Hot and Exciting

This Make-up was done with warm colors. We associate the notion of temperature with color connecting two sensory experiences: our environment and culture. Warm hues seem to emit light and heat. We used red orange and yellow hues in this make-up, which have a really warm and dynamic feeling. Those hues are all on the warm side of the color circle. We also used tints, tones and shades of red to control the value of the hue. The consistency of one or two color attributes or a characteristic such as saturation or value holds the make-up together. The matching colors to the same value organize the variety of the color scheme.

Also it is an all-warm color scheme that makes the make-up perceive as a whole. In the eye we also used neighboring colors on the color circle: Red, Red-Orange and Orange. This creates an analogous harmony around the eye. This gives the make-up a reliable harmonious and likeable feeling. Color also can mean something. In many countries red stays for love, beauty, anger or attention. It is also a color symbol; the iconography says that red stays for sexuality, blood, war, fire, the sun, and evil etc.



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## Fresh and Glamorous

There are two temperature color schemes. This make-up is done in a cold scheme. We used blue and green hues in this make-up, which have a calm and relaxed feeling. Those hues are all on the cold side of the color circle. We associate cold colors, like blue with ice, water and the sky. Cold hues suggest coolness, distance and shadow. We also used tints, tones and shades of blue and green to change the value of the hues. The matching colors to the same value and same temperature organize the variety of the color scheme.

The make-up also contains an analogous color scheme. We used blue, blue-green and green, those are neighboring colors on the color wheel. This creates a good harmony and consistency. And it gives you a fresh look. Iconography communicates definite meanings. Blue as a color symbol means heaven, coolness, space, faith and eternity etc... Green means as a color symbol spring, holiness, envy regeneration and charity etc.. This make-up is most done in high-saturated colors. Just the underlining from the eyes has a tint of blue and the feather is done in tints and tones of green and blue. We also used shades of blue in the eyelashes to make them darker.



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## Vibrant and Sensual

This Make-up was also done in a warm color scheme. We used red and green hues and their tints, tones and shades. It is a perfectly balanced pair (or dyad) from the color circle. Those are two hues positioned directly across from each other. Common dyads have one primary and one secondary hue as this one, red and green. This generates a visual effect called complimentary vibration. Many businesses that want to get attention use complimentary color scheme on their logos, in their restaurants or other. It also creates a good contrast and gives the make-up a vibrant, but also sensual feeling, because of the tints, tones and shades we used.

They change the saturation of the hues. Because red is the dominant color the make-up appears to be more warm than cold, green can be warm or cold, it depends on if you add white or grays, what we did. The complimentary color scheme is the magical yin/yang of color harmony, expressing polar opposites through color. It also emphasizes contrast from subtle to vibrant. This style is visually loud, but also muted by the quality of the chromatic neutrals.



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## Cool and Elegant

This make-up has a monochromatic color scheme. We built upon a single hue choice from the color wheel. By adding white, grays and black we created tints, tones and shades to demonstrate the many color alternatives available within a monochromatic scheme. And it changes the value and purity/intensity. This gives the make-up variety, but also really harmonious. Violet is also on the cold side of the color circle.

The monochromatic harmony and cold color make it look elegance and cool. It also contains color similarity, the eyes, lips and lashes have the same color, that connect all the parts of that style and it gives it a nice balanced feeling. The color repetition creates color unity. In the iconography violet has different meanings. It feels pleasant and calming and it is a royal color. It says purple in a children's room can help develop the imagination according to color theory. It is a meditative color.



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cosmetics  
skin care

facial cleanser  
toner  
peeling  
mask  
lotion

## Pro-Radiance Cream Cleanser

Many decades of development later and we can treat our skin when we cleanse with fabulous products like Lelon's new cleanser. It's been two years in development, and contains anti-oxidant Moringa Seed Peptides to purify and protect; Great Burdock to balance oil flow, plus Noni, high in Vitamin C to nourish the skin.

A 'superberry' Assai Fruit – which is found in the Amazon rain forests - is rich in minerals, multi-vitamins and also helps reduce high colour, thereby giving the skin instant radiance.

White Bees Wax, Xanthum Gum and Shea Butter is the rich natural active base combination and easily loosens and removes your make-up, moisturising at the same time. And herbal fragrance and plant extracts of Sweet Brazilian Orange, Lavender, Ylang Ylang and Patchouli soothe and balance. And make it smell lovely of course.

The cleanser comes with a cotton facial mitt, and for a deeper cleanse, mix with warm water, leave it on the skin for just over a minute and then remove with the damp warm mitt.

