

FOR IMMEDIATE RELEASE

Constance Hart, creator of Conscious Colors Color Aromas™

One Woman's Mission to Heal the World, One Fragrant Color at a Time

LOS OSOS, CA (February 13, 2009) - Certified Color Therapist Constance Hart first realized that colors had the ability to dramatically influence the way one feels when she was a business management professional in Hollywood, CA in the mid 90's. Surrounded by the typical, drab, off-white office walls, she created a color palette to spruce up the office atmosphere.

"It made such a striking difference in the attitudes and commitment of all the employees that I knew I was onto something," said Hart.

This inspired her to become certified as a color therapist, and she began offering color therapy consultations to create more holistic home and work environments. Shortly thereafter, she began working one-on-one with clients to influence the body, mind and spirit connection through color. Some of her customers included Warner Brothers Records, Fred Sands Realty, Lange Productions and even a few celebrities.

In her quest to heal the world one color and client at a time, Hart founded her color therapy company, Conscious Colors. Treatments incorporated the use of a light box to illuminate various colors. In 2001, she took it a step further.

"The experience started to feel a bit one-dimensional," explained Hart. "I wanted to find a way to help my clients deeply feel the effects of color energy internally."

Hart's "ah-ha" moment came when she discovered aromatherapy's power to shift body and mind, as the sense of smell is a human's strongest sense and connects us to our deepest memories. This epiphany inspired her to create the first COLOR aromatherapy line in the U.S., Color Aromas™. Her line of aromatherapy oils and misters provides *aromatic* colors- colors you can actually smell.

"The olfactory system (sense of smell) is the only part of our body where our nervous system is in direct contact with our environment. As we smell fragrance, we are quickly affecting the nervous system.



"Your sense of smell and sight are connected through the Color Aromas. For example, when you smell the green energy Color Aromas Blend (includes spruce and rosewood scents) you are reminded of what a beautiful green forest looks and feels like. To most of us, it feels tranquil and balancing," she explained.

In today's stressful times, color therapy and color aromatherapy can play a crucial role in bringing about balance. Hart suggests Deep Red to feel secure, Yellow to stimulate confidence, Pale Blue to induce calming and Deep Violet to awaken trust.



According to Hart, the best way to utilize color as therapy is to surround yourself with supportive hues in your daily life through everyday household items such as colored placemats, mugs, towels and even sheets. Using the Color Aromas oils on your body and the misters in your home or office will deepen and reinforce the healing effects of the colors you are attracted to.

Hart also suggests a lot of houseplants. "Green is a vital color energy in our environment that helps us stay balanced."

The Color Aromas line incorporates another element that is a hot topic these days – affirmations.

Each Color Aromas color has a coordinating affirmation printed on the bottle. Said Hart, "As you smell the aromatic color, say the associated affirmation. Every time you smell that scent throughout the day, you instantly feel the positive effects of the affirmation, since your sense of smell is connected to memory."

Constance Hart, a pioneer of color aromatherapy in the U.S. and founder of Conscious Colors, is an internationally recognized certified color therapist and consultant, and has trained practitioners across the U.S. and Brazil. Color Aromas is available through Conscious Colors and fine spas. For more details, visit **www.consciouscolors.com**. For more information, images or samples, editors may contact Holly Padove at On the Horizon Communications at (805) 773-1000 or holly@thepressroom.com.