

**Our self-harmonizing palettes help simplify the task of combining colors successfully.** For AFM's Ayurveda Essence, we've created a broad range of harmonious colors in highly distinctive palettes. We invite you to select from the palette that seems akin to your basic constitution. The palettes work by creating specific energizing effects.

**AFM's Ayurveda Essence was developed with the collaboration of Michael Fallarino,** a New York based color consultant, building contractor, holistic counselor, and widely published writer. Mr. Fallarino incorporates the principles of East Indian medicine and design into all aspects of his work.

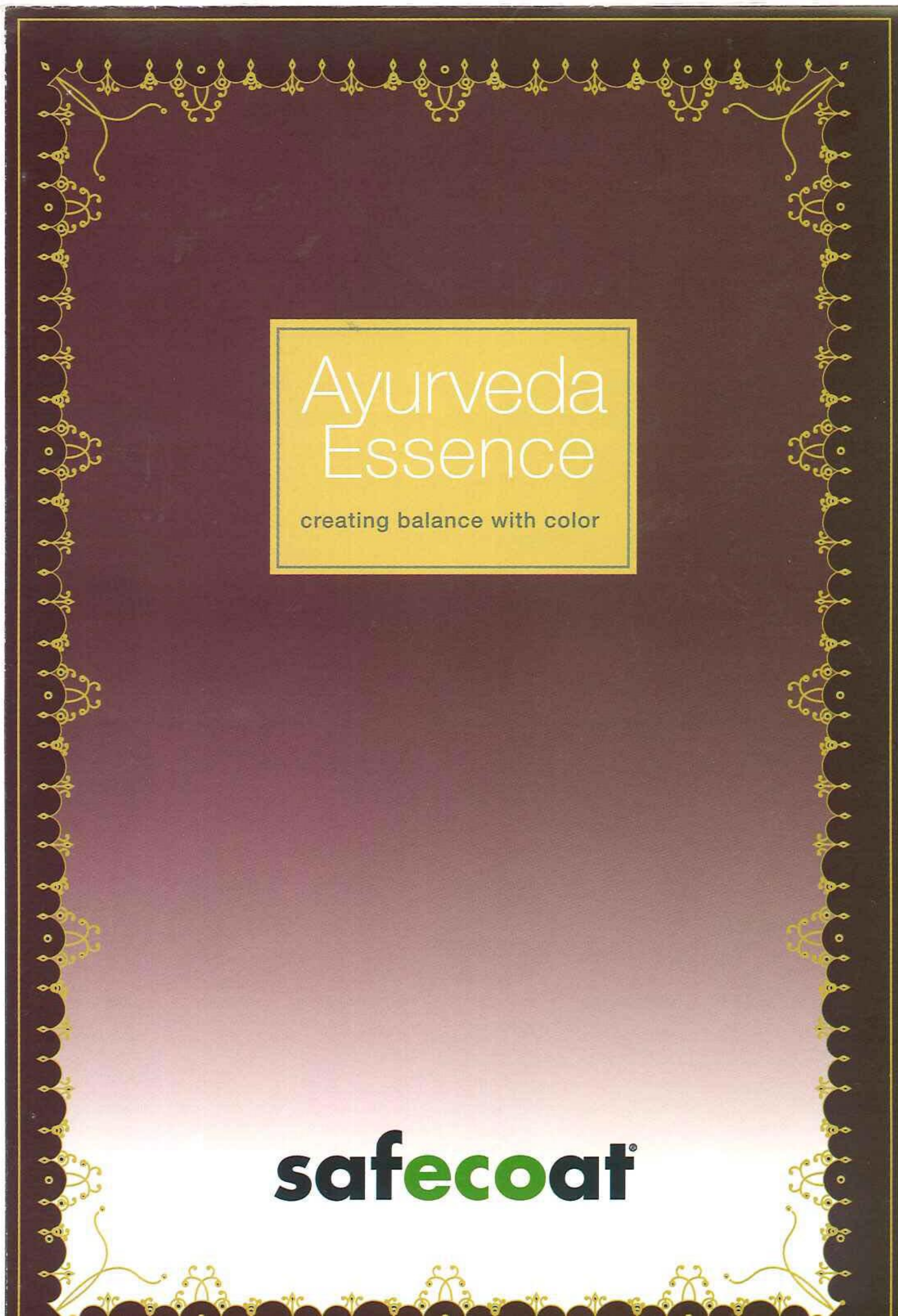
**In addition to our Ayurveda Essence line, we offer a paint catalog of nearly 1000 colors.** All of our interior paints are available in semi-gloss, eggshell, and flat sheens, and our exterior paint is available in a satin finish. At AFM, we create solutions to the pressing problem of pollution from building materials and household products, and offer the most extensive line of chemically responsible paints, finishes, and maintenance products available in the world today. Whether you are parents-to-be creating a safe environment for your baby, or an architect writing the specifications for a multi-story complex, you can trust AFM to safeguard your installation process and your indoor air.

We also offer a full line of stains and wood finishes, sealers, cleaners, and other building products.



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Ayurveda  
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# CREATING BALANCED

## COLOR COMBINATIONS

With Ayurveda (literally, “the science of life”), bring the benefits of an ancient healing system into your environment with meaningful color choices. For AFM's Ayurveda Essence, we've created a specific range of 108 colors in highly distinctive palettes.



Ayurveda Essence monochromatic scheme with an analogous accent. Source: Vata palette.

**Ayurvedic therapy blends the physical and mental attributes that comprise our body and mind.**

A configuration of these attributes is known as our dosha, or constitution. The three body/mind doshas are Vata, Pitta, and Kapha. Vatas tend to be of a lean build. Pittas tend to be rather compact, but powerful and muscular. Kaphas tend toward softness and roundness. Most of us are hybrids of these basic profiles with one aspect predominating.

The Vata palette is a collection of muted and subdued earthy tones. Our Pitta palette is one of complex colors with a cooling and calming orientation. The Kapha palette contains vibrant and stimulating colors with warm overtones. Use Ayurveda Essence colors to create an environment that enhances your physical and emotional well-being.




Learn more about AFM's Ayurveda Essence. Please visit us online at [www.ayurvedaessence.com](http://www.ayurvedaessence.com)

Although juxtaposing colors can be complex, a few simple principles can help your intuition succeed. Colors in a room amplify one another. This principle is known as simultaneous contrast. So to help ensure success, try keeping the quantity of your paint colors to three or four. Dominant wall and ceiling colors can be enhanced by contrasting trim colors. Remember that the color of your furnishings can be tailored to create additional support and dimension.


## “108 colors in highly distinctive palettes”

- Ayurveda Essence.




 **If you are using lighter colors,** it's easier to integrate contrasting colors that oppose one another on the color wheel. For example, blue is opposite yellow and green is opposite red. The opposites will subdue one another and help balance your scheme.

 **If you are using deep and bright colors,** consider keeping your choices in closely related groups. For example, a dusty rose will snuggle up to a murky maroon without either of the colors becoming amplified in a way that seems overbearing. Using closely related colors is one way to make them harmonize: they soften one other. Consider an accent wall. This involves painting one wall in a room a markedly different color from the other three. Accent walls can be bold, bright, and vibrant, and they can add tremendous dimension to your space.

 **Another approach is to consider both the function of a space and the amount of ambient light it normally contains.**

Hallways and small connecting spaces can augment a whole-house scheme when outfitted in neutrals. The neutral transitional areas serve to introduce the schemes of featured rooms.

 **Value is the term used to describe how light or dark a color is.** When you choose the value of a color, you are also making a decision about how much light will be reflected from the freshly painted surfaces. A room with low light may benefit from the use of pastels and brights, while brighter areas can absorb the power of deeper colors. By deriving your color choices from AFM's Ayurveda Essence you can take a step toward emotional and physiological enhancement from within your living environment.



# Ayurveda Essence

creating balance with color



## VATA

Vata individuals are light and dry by nature with a general tendency to a thin frame and low body mass. Skin and body functions can benefit from vigilant hydration. Balancing techniques can reduce anxiety. Deeper, darker colors suggestive of moisture can create balance.

**Dominant element:** air.  
**Palette strategy:** grounding.



*Note: The printed colors in this brochure represent Ayurveda Essence colors as closely as possible, but the final appearance is determined by substrate texture, sheen level, ambient lighting, application method, and other environmental and design factors. Sample brushouts of actual paint are recommended.*



## PITTA

Pitta individuals may develop occasional inflammatory conditions. They have a general tendency to a moderate, athletic frame with a muscular body mass, and a sharp, energetic personality. Cooling therapy may lower a tendency toward irritability. Balance may be derived by colors that cool, moderate, and soothe.

**Dominant element:** fire. **Palette strategy:** cooling.



## KAPHA

Kapha individuals have a general tendency to a large frame. Emotional nature tends toward calmness and steadfastness. Stimulating therapy can avert tendencies toward inertia and lethargy. Balance can be derived by using mobilizing colors such as bold, stimulating, and bright accents. Midtones and pastels may create the best color schemes.

**Dominant element:** water.  
**Palette strategy:** stimulating.



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