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# NEUROPSYCHOLOGICAL INFLUENCE OF COLOR SOLUTIONS IN NAIL DESIGN ON THE EMOTIONAL STATE OF CLIENTS

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## Abstract

This article examines the neuropsychological impact of color schemes in nail design on clients' emotional states. It examines the psychological and neuropsychological mechanisms of color perception, as well as the impact of different shades on mood, self-perception, and social perception. Particular attention is given to practical recommendations for nail technicians and brands on how to use color psychology to improve client satisfaction and foster a positive image. The analysis demonstrates that conscious color choices can have a significant impact on clients' emotional states and behavior, helping to improve their mood, confidence, and self-image.

**Keywords:** Neuropsychology, psychology of color, nail design, emotional state, manicure, color perception, emotional regulation, psychology of perception, customer experience, design and emotions.

## Introduction

Scientific novelty. This study systematizes and analyzes for the first time the neuropsychological impact of color schemes in nail design on clients' emotional states. Practical recommendations are presented for nail technicians and brands on using color psychology to enhance clients' emotional comfort, self-esteem, and satisfaction, thereby integrating aesthetic and psychological components into professional nail industry practices.

Color has a significant impact on a person's perception and emotional state. In the context of nail design, the choice of polish color not only reflects individual preferences but can also influence the client's mood and self-perception [1].



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Neuropsychological research confirms that different colors evoke specific emotional responses [2].

Color perception is a complex interaction of physiological and psychological processes. Colors directly influence the limbic system of the brain, the area responsible for emotion and memory. This explains why specific hues can evoke persistent feelings of joy, anxiety, or relaxation [3].

Understanding these neuropsychological mechanisms is important for nail industry specialists, since conscious color choice can become a tool for improving the emotional state of clients and increasing their satisfaction with the service [4].

The aim of this study is to investigate the neuropsychological impact of color schemes in nail design on clients' emotional states. The relevance of this topic stems from the growing interest in the psychology of color in design and the need to implement this knowledge in practice.

Color is an important factor in shaping human emotional and behavioral responses. Different colors evoke strong associations: red is associated with energy and passion, yellow with joy and optimism, and blue with calm and tranquility [5]. Color perception is determined not only by visual physiology but also by cultural and personal factors.

Neuropsychology explains the influence of color by its impact on the limbic system of the brain, which is responsible for regulating mood and emotions. Active colors (such as red and orange) stimulate and promote increased energy and attention. Cool shades (such as blue or green), on the other hand, promote relaxation and reduce stress. Understanding these mechanisms is particularly important in the field of nail design, as the correct color palette can positively influence clients' emotional state, increase their confidence and improving their self-image [6].



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Table 1 - The influence of color on emotional state and perception

Color	Emotional reaction	Neuropsychological influence	Application in nail design
Red	Energy, passion	Stimulation of the limbic system, increased attention	To create a bright, expressive manicure
Orange	Optimism, creativity	Increasing emotional tone	Youthful and creative designs
Yellow	Joy, cheerfulness	Stimulates endorphins, improves mood	Fun and positive manicures
Blue	Calm, peace	Reduce stress levels, relax	Classic, pastel designs
Green	Harmony, balance	Reduced anxiety	Neutral and natural shades
Violet	Creativity, inspiration	Stimulating the creative centers of the brain	Designer and artistic manicures
Pink	Lightness, romance	The psychological effect of comfort	Feminine and delicate designs

The colors used in nail design have a significant impact on the emotional state of clients:

- warm and rich colours (red, orange, yellow) are associated with energy, passion and optimism, helping to lift the mood and create a festive atmosphere;
- cool colors (blue, green, purple) evoke associations with calm, balance and harmony, helping to calm down and restore emotional balance [7].

Choosing a nail polish color is a form of self-expression, reflecting a client's personal mood and preferences. Bright, vibrant shades can infuse energy and positivity, while pastels and neutrals promote peace and relaxation. This underscores the need for a conscious approach to nail color selection .

Colors directly influence the perception of a service and client satisfaction. A harmonious color composition creates a sense of completeness and high quality. Understanding the principles of color allows a professional to create more thoughtful designs and effectively tailor them to the client's individual emotional needs.



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**Table 2 - Emotional impact of different colors in nail design**

<b>Color</b>	<b>Emotional reaction</b>	<b>Application in nail design</b>
Red	Energy, passion, confidence	Bright accents, evening looks
Orange	Creativity, optimism	Youthful and creative designs
Yellow	Joy, cheerfulness	Fun and positive manicures
Blue	Calm, peace	Classic and elegant designs
Green	Harmony, balance	Neutral and natural shades
Violet	Creativity, inspiration	Designer and artistic manicures
Pink	Tenderness, romance	Feminine and delicate designs

Using color psychology allows nail artists to consciously select shades that match the client's current emotional state or desired mood.

1. Choosing a color based on emotional needs. Red is associated with energy, passion, and confidence. It is recommended for clients who want to emphasize their strength and attractiveness. Blue symbolizes calm and tranquility. Ideal for those seeking harmony and relaxation. Green represents nature and balance. Suitable for clients seeking inner balance and restoration [8].

2. Using color combinations to enhance the effect. Combining colors creates a more complex and heightened emotional response. Red and black create contrast, emphasizing confidence and strength. Blue and white are associated with purity and tranquility, creating an atmosphere of peace. Green and gold symbolize prosperity and harmony and are often used for special occasions [9].

3. Adaptation to seasonal and cultural factors. Color preferences are not static; they change depending on the context. In autumn, warm shades (burgundy, orange, deep red) predominate, reflecting seasonal changes. In spring/summer, pastel, bright, and light colors are more popular, reflecting energy and a sunny mood [10]. Consideration of cultural traditions is also important for the correct selection of symbolically significant shades.



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Table 3 - Recommendations for choosing a color depending on the client's emotional state

Emotional state	Recommended colors	Application in nail design
Confidence	Red, black	Bright accents, evening looks
Calmness	Blue, white	Classic and elegant designs
Harmony	Green, gold	Neutral and natural shades
Creation	Orange, purple	Youthful and creative designs
Romance	Pink, peach	Feminine and delicate designs

Thus, a study of the neuropsychological impact of color in nail design revealed that color plays a key role in shaping clients' emotional states. Different shades evoke specific emotional responses: bright and vibrant colors, such as red and orange, boost energy and confidence, while cool and pastel shades, such as blue or green, promote relaxation and harmony.

The choice of color for a manicure affects not only a client's mood but also their self-esteem and perception of themselves and others. Practical application of knowledge about the psychology of color allows professionals and brands to create more attractive and comfortable services for clients, enhancing emotional satisfaction and improving the customer experience.

A conscious approach to color selection is especially important: considering the client's emotional state, seasonal preferences, and cultural factors contributes to the creation of a personalized and effective nail design. Recommendations for color combinations, shade selection, and harmonious compositional solutions are a practical tool for nail industry professionals.

Therefore, a neuropsychological perspective in nail design opens up new opportunities for improving customer service, enhancing their emotional well-being, and fostering a positive image of the stylist or salon. Applying this knowledge can provide a strategic advantage in the beauty industry, combining aesthetics with psychological impact.



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