**Green** symbolizes health, new beginnings, and wealth. Green is the easiest on the eyes and should be used to relax and create balance in a design. It is a great color to use to depict growth, security, or inspire possibility.

**Blue** evokes feelings of calmness and spirituality as well as security and trust. Seeing the color blue causes the body to create chemicals that are calming. It is no surprise that it’s the most favored of the colors. Dark blues give a professional feel. Light blues give a more relaxing, friendly feel.

**Purple** is associated with creativity, royalty, and wealth. Purple is often used to soothe or calm a viewer, hence why it is used in beauty products.