

INSTRUCTIONS FOR TAKING A PHOTOGRAPH FOR COLOUR ANALYSIS

To properly take photos for color analysis, you need to pay attention to several key elements: lighting, background, face position, clothing, and hair. Here are the detailed guidelines:

1. Lighting

- **Natural daylight** is best, especially on cloudy days or with bright but diffused light. Avoid strong, direct sun, as it can create unfavorable shadows and falsify colors.
- Take photos in a **well-lit room**, preferably close to a window, but with your face straight at the light source.
- If you must use artificial lighting, opt for **neutral or daylight lamps (around 5000K)** to reproduce skin tones as faithfully as possible.

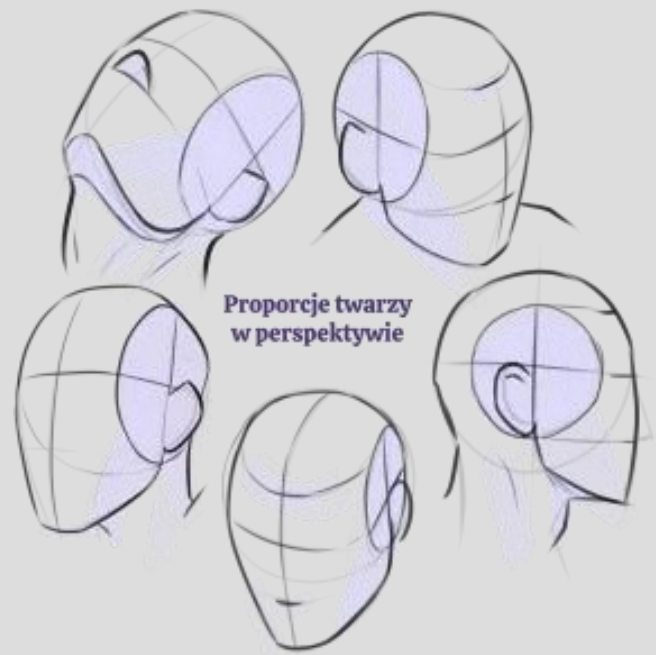
2. Background

- A uniform, neutral background **in shades of white** will work best.
- If you don't have a white background, make sure that the background on which you take photos does not cast a colorful reflection on the skin – background colors can affect the perception of skin color.

3. Face shots and camera positioning

- Take a **photo of your face straight ahead**, covering your entire face and neck, while covering your hair with a white scarf or tying it into a ponytail/bun. Remember to be dressed in a plain, white T-shirt/turtleneck.
- If you have a natural hair color, take the same photos with your hair loose so that it does not cast a shadow on your face and does not cover it.
- **If you wear glasses/contact lenses, remember to take photos without them.** Remove the lenses early enough to prevent eye redness, Take off the glasses moments before the photos to avoid imprinting the "nose pads"
- **Take your profile photo in different face height settings.** Take at least 3 photos – face down, face straight and face up. can be useful to better assess the skin tone on different parts of the face. Take photos of both profiles.

- Position the camera at **eye level** to avoid distortion of the proportions.
- Take several photos in **different lighting conditions** - artificial with and without a lamp, in natural light with your face in the sun and in the shade.
- Take photos **without makeup**, focusing on your imperfections
- If you are not sure about the photo you took, take more of them.
- When you take photos with your phone - use **the rear camera**.



4. Hair

- **Tie your hair up or move it away from your face**, especially if it is dyed, so that it does not distort the perception of skin color.
- **If you have dyed hair** – cover your hair with white material.

5. T-shirt and clothing

- Wear **a smooth, neutral T-shirt** in **white**, grey or beige. Avoid patterns and intense colors that can affect the perception of skin tone.
- It's also a good idea **to cover your shoulders with a light, neutral scarf** or fabric to further neutralize any colors that may affect the analysis.

With the above rules, the photos should reflect your natural color well, which will make it easier for me to perform a proper color analysis.