



## Basic Virtual Colour Analysis Picture Package Instructions Submission Requirements and Terms and Conditions

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### Overall note for inclusions and exclusions for this package:

Each of our packages are priced based on the administration and effort requirements to deliver the services included in the package; this no support package is priced lower due to the lower administration and effort requirements to deliver the package inclusions and exclusions. We created this package to support requests for a lower priced package option. The actual colour analysis processes used for each of our packages are the same. This package option is most suited for: a) those who feel confident in assembling their picture and information submission following the instructions, which includes knowing how to check a pixel count of a picture and b) those who do not want to receive pictures and descriptions in a report describing how Carol arrived at their colour analysis results.

### The Basic Virtual Colour Analysis Package includes:

- All clients of our virtual colour analysis services will have their colouring reviewed by 2 colour analysis experts — Carol Brailey and Karen Brunger, AICI CIP, Founder and President of the International Image Institute. Your skin undertone, primary colour season and flow of colour season will be identified and consensus on your colour analysis results will be arrived at by 2 colour analysis experts (i.e. what undertone, value and intensity of colours make you sparkle).
- An email from Carol within 25 business days of receipt of your pictures and information that includes your undertone, primary colour season and flow of colour season identified in the text of the email that was arrived at for you.
- You will receive your personal Zoom background palette and a digital download of your best palette that includes 35 colours in multiple formats: 1) palettes for online use; 2) strips for printing; 3) palettes with descriptions including your best hair, jewellery and other accessory colours plus more! You will also receive links to several relevant free videos on our YouTube Channel to help get you started implementing your best colours on you including a more detailed view of optimal hair colour ranges for your palette ([here is a sample for the True Summer palette](#)), how to use your colour analysis references when shopping for makeup, clothing and accessories, a video showing you the optimal metallic for your palette (i.e. what type of gold, what type of silver etc.), plus videos answering common colour analysis questions we receive.
- [There will also be links to purchase these handheld references](#) in your email if those are of interest (e.g. fabric wallet, colour strips, colour flags etc.). Your handheld purchase recommendations will be customized by Carol to map to your colour analysis results in terms of the undertone, value and intensity of colours that are recommended for you.

### The Basic Virtual Colour Analysis Package does not include:

Overall note for exclusions for this package: each of our packages are priced based on the administration and effort requirements to deliver the services included in the package. This no support package option can be priced this way due to the lower effort administration requirements, the actual colour analysis processes used for each package are the same.

- A personalized report or report that includes pictures and descriptions of how Carol arrived at your results.
- Email support in the event you have questions when taking photos and submitting your information for this package.
- A review of your picture and information submission when you submit for completeness and clarity including pixel count check. This is a no-support package and therefore with your submission it will be assumed you have followed the instructions fully identified in the PDF in step #2 below which includes you performing a completeness and clarity check to the requirements and you checking the pixel count of at least one of your pictures before submission. However, if when your colour analysis is performed it is determined that your submission is not complete or clear enough for us to perform your colour analysis, meaning Carol does not feel comfortable doing your colour analysis or sending your results based on the quality of your submission, we will send you a \$125 CAD refund and cancel your booking (which is package cost of \$175 CAD less a \$50 CAD admin fee). We will also let you know what the issue was with your submission in the event you wanted to re-book this package. We have this package and policy for this package in place as we care about the results we send to you, while wanting to meet requests to offer a lower priced package option.
- Post-analysis email or question support after you receive your results. Due to time and volume capacity constraints, Carol is unable to read and respond to client emails. If you send an email asking questions after receiving your results, it will not be



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read or responded to. Please also be open and be prepared to be shocked or surprised with your results when making your package decision as most to all of our clients who receive results from our professional colour analysis services receive results they were not expecting (there is a lot of colour analysis misinfo circulating and it is hard to see ourselves accurately sometimes); but it is a happy surprise that will add to your sparkle in our opinion!

- No package upgrades are accepted after your initial payment and package enrollment is completed. If you anticipate requiring further information after your results are sent, it is advised to book the Personalized Virtual Colour Analysis with 30 Minute Zoom Chat or the Personalized Virtual Colour Analysis Package (where your report would show how your results were arrived at) when initially booking.

### **Please note when preparing below to send:**

**1) If you choose to pay for this package and do not send us the pictures and information for your package on the same day as your payment, your booking will be cancelled and there are no refunds. In order for us to ensure we have capacity to deliver your colour analysis service, we must receive your pictures and information at the same time as your payment as we limit the number of clients we accept per day.**

2) You will be asked to email us the pictures and information in this document below. There are a couple of options available to you when sending pictures over email:

a) If you are sending pictures to us via a Gmail account and Gmail determines the size of the files are too large to send in an email and loads them to your Google drive, please be aware that we will not be able to access your pictures this way. Instead create a Google drive folder, upload your pictures to the folder and set the sharing settings of the folder to 'Anyone who has the link' (click arrow beside folder name then select Get Link then change 'Restricted' to 'Anyone who has the link') then in your email send the link to the folder.

b) You may also choose to send pictures as email attachments, but, just be aware that due to the size of the files this may not be optimal, many email systems block sending of large files. Better alternatives may be – creating a ZIP file or Dropbox.

3) Your colour analysis will be performed based on the pictures and information you provide at the time of signing up for this service – e.g. if you email us with below on one day and then send us another email 1-2-3-4 days afterwards with additional pics/info, the follow up email will be discarded as Carol may have already completed your analysis with the materials you submitted on the first day.

4) We have recently noticed several Basic Package submissions do not include all of the items noted below and where the current picture of the face in A below is very blurry and does not meet the requirements noted below including minimum pixel count recommendation. As a reminder, the Basic Package is a no-support package where items not clear enough to be analyzed are discarded and not used for the analysis (Carol does her best with what you send) which may impact the quality of your results and/or invoke our cancellation policy described on page 1 above (which includes a \$125 CAD refund, \$50 CAD admin fee). We recommend double checking your submission including the current picture of your face meets all of the requirements below before submitting. If you are uncertain about the completeness or clarity of your submission at the time of signing up for this service, we recommend signing up for the Personalized Virtual Colour Analysis Package instead.

### Picture Submission Requirements Detailed (Please see A to D below):

[Please see the video at this link for tips on how to take the current picture of your face and your eye pattern for a virtual colour analysis](#)

#### **A. Pictures of You and Your Face:**

– Current Picture of Your Face – highest quality recommended, at minimum 1,000 X 1,000 pixels recommended: A clear picture of your face with no makeup, no colouring from self tanner, no eyewear on and no shadows taken outside in an open area ideally between 11am and 1pm in your time zone (you should not be facing a wall, not in direct sunlight and not standing in the shade to the point where it changes your natural face colouring in pictures). Depending on where you live you may not find the lighting



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optimal with the previous directions; if this is the case we suggest taking the picture inside facing a window where natural light enters and is on your face. Please ensure you are wearing a white shirt or draped in white for this picture and holding an ice white piece of printer paper under your chin, but, not blocking your chin. If you currently colour your hair, please cover your hair with a white piece of fabric as well. If your current hair colour is natural and it is longer in length, please tie your hair back (it is most ideal for your hair not to be hanging below your ears and disrupting view of your chin). If sending multiple pictures of your face, please ensure there is no difference in your colouring between the photos. It is also best to ensure the picture(s) of your face represent your true natural colouring as it appears in-person in natural daylight before sending and ensuring that the picture you send is of very high quality (high pixel count). Please also ensure the settings on your camera has auto enhancements and filters turned off.

– Pictures Of You Over Time: Please send pictures of you a) before puberty (prior to age 17), b) post puberty (in your 20's) c) in your 30's (if applicable). It is most optimal that these pictures are in natural daylighting. If you do not have access to pictures of you over time, please send a description of your natural hair colouring for the age ranges above along with other colouring characteristics like whether you freckled, whether you easily flushed or blushed etc. If you do not know what your natural hair colour is or was, please indicate that in your email; perhaps you can share what the colour of your roots is/was. A colour analysis can still be done if you do not know your natural hair colour.

### **B. Eye Pictures:**

– A clear picture where the lines and curves in your eyes are visible ([Example here](#)). Please ensure the picture of your eye pattern is clear and has very little to no glare on it before sending. While your eye colour is somewhat helpful, your eye pattern clarity in this photo is more important.

– A clear picture of your eyes taken from a short distance (no need to see the pattern in your eyes in this picture, just want to see your eyes from a bit further away).

### **C. Natural Hair Colour Information:**

– For each photo submitted, please indicate if the hair colour pictured is your natural hair colour.

– Please also indicate what your current natural hair colour is in a note in your email. If you do not submit pictures over time of yourself (i.e. they are not available to you) or do not have pictures of yourself with your natural hair colour, please describe your natural hair colour in your 20's in a note in your email. If you do not know what your natural hair colour is or was, please indicate that in your email; perhaps you can share what the colour of your roots is/was. A colour analysis can still be done if you do not know your natural hair colour.

### **D. Supporting Colouring:**

– A picture of the inside of your forearm (from elbow to wrist) in natural daylight (not direct sunlight). Carol does not use this picture to look at your veins (she is not a fan of the vein test). She uses this picture to see another area of your skin colouring usually not impacted by exposure to environment (i.e the sun etc.).

### **Basic Virtual Colour Analysis Terms and Conditions:**

1. There are no refunds (other than the one scenario described in #2 below which would be initiated by Carol).

2. The accuracy of virtual colour analysis is dependent on the quality of lighting and quality of photos in Step #1 above, particularly the current picture of your face sent, which you as the client are in control of and therefore we do not guarantee accuracy of results. We advise you to review all photos before sending to ensure they accurately represent your true in-person colouring in natural daylight before sending and are of optimal quality in terms of pixel count. Please also note: the Basic Virtual Colour Analysis Package is a no-support package and therefore we will do our best virtual colour analyzing whatever pictures you send. We will disregard the information and/or photos that are unclear or missing from the analysis and rely fully on items that are clear in your submission (e.g. Carol will do her best based on what you send). We do not recommend this package if you would like support or guidance from us on the completeness or clarity of your submission. Please also note if the pictures you send are really far off in terms of following the instructions, Carol will not perform a colour analysis on you at all — Carol will determine how



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far off the submission is and if she would feel comfortable doing the analysis/sending results for this scenario and send you a \$125 CAD refund (\$50 CAD admin fee will be charged) and cancel your booking if she has determined that she would not accept the submission based on the submission not following instructions.

3. An in-person colour consultation with Carol Brailey is always the best option if it is available to you.

4. All photos received are kept confidential and deleted from our email system and any associated folders within one week of your virtual colour analysis.

5. It is quite common for most to all of our clients to be surprised by their results. If you experience this, we recommend viewing some of our free TikTok or YouTube videos to assist with your questions.

6. In regards to the email you will be sent and digital colour references you will be sent: Contents of your email and the digital colour references are copyrighted and permission is only being granted for your personal use only; we do not give you permission to share beyond your personal use. Please keep in mind that all printers are different, and the colours may not print true. The digital download is sent to you as a ZIP file due to size of files. Please be aware we do not provide technical support on how to open a ZIP file (all phones and computers have built-in functions to open ZIP files once the ZIP file is downloaded). If you do not know how to open a ZIP file after downloading it, we recommend doing a Google Search on how to open a ZIP file on your computer/iphone/android (whichever platform you are using). Please also be aware that our digital downloads have been updated since the production of this YouTube video and the contents/format are different (they are much better now!).

7. This package does not include post-analysis email or question support. Due to time and volume capacity constraints, Carol is unable to read and respond to client emails. If you have chosen the Basic Virtual Colour Analysis Package and email us questions after receiving your results, it will be not be read or responded to. It is advised if you are unsure if you will have questions after receiving your results to initially enroll in the Personalized with 30 Minute Zoom Chat package.

8. Carol Brailey (2319114 Ontario Ltd.) disclaims any liability for your reliance on any opinions or advice from your online colour analysis.

9. If you choose to pay for this package and do not send us the pictures and information for your package on the same day as your payment, your booking will be cancelled and there are no refunds. In order for us to ensure we have capacity to deliver your colour analysis service, we must receive your pictures and information at the same time as your payment.