



Personalized Virtual Colour Analysis Picture Package With 30 Min Zoom Chat Instructions Submission Requirements and Terms and Conditions

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The Personalized Virtual Colour Analysis Package With 30 Minute Zoom Chat 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).
- A personalized report created and written by Carol emailed to you within 25 business days of receipt of your pictures and information that includes your skin undertone, primary colour season, flow of colour season along with pictures and descriptions of how your results were arrived at (see video [at this link](#) for a sample of the report).
- 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 the report 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.
- Email support in the event you have questions when taking photos and submitting your information for this package. We will also follow-up with you if some of the photos and information provided is missing from your submission or not clear enough to analyze.
- A 30 minute Zoom video call with Carol Brailey after you receive your report where you can ask post-analysis questions which may include more details on how Carol arrived at your results, your colour recommendations or the colour analysis process in general. We find a chat with Carol to be much more efficient and beneficial to arrive at closure to your questions rather than several back and forth emails responding to your post-analysis queries.

Please note when preparing below to send:

1) If you choose to pay for this package and choose not to send us the required pictures and information at least 25 business days before your appointment date, we will automatically cancel your booking. We need to have your pictures and information identified in A to D below before your appointment to prepare for your appointment (which includes ensuring you are sent your colour analysis results prior to your appointment). Our business days are Monday to Friday, excluding Canadian Stat Holidays. Please see the terms and conditions below for more information on our policies on cancellations.

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 optimal, many email systems block sending of large files. Better alternatives may be – creating a ZIP file or Dropbox.

2) Your colour analysis will be performed based on the pictures and information you provide in your first email sent – 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. With this package you can be certain that if Carol feels additional information is required from you, we will reach out to you.



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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 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.).



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1. There are no refunds other than the one scenario addressed here: Due to our limited availability for this appointment type, we are not able to accommodate re-schedule requests. Appointment cancellation requests made more than 25 business days before your appointment can be cancelled with a full refund if you have not sent in your pictures and information (as your colour analysis has not been started and your spot will be able to be offered to someone else). Appointment cancellation requests made less than 25 business days before your appointment, including no show appointments cannot be accommodated for refunds (due to us not being able to offer spot to someone else).
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.
3. An in-person colour consultation with Carol Brailey is always the best option if it is available to you.
4. In regards to the personalized report (including colour backgrounds used) and digital colour references you will be sent: Contents of your report 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!).
5. All photos received are kept confidential and deleted from our email system and any associated folders within one week of your Zoom call. Note: your personalized report, which may include your photo(s) is saved in our files.
6. Carol Brailey (2319114 Ontario Ltd.) disclaims any liability for your reliance on any opinions or advice from your online colour analysis.
7. If you choose to pay for this package and choose not to send us the required pictures and information at least 25 business days before your appointment date, we will automatically cancel your booking (and there are no refunds for this scenario). We need to have your pictures and information identified in A to D before your appointment to prepare for your appointment. Our business days are Monday to Friday, excluding Canadian Stat Holidays.