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## THE DEWEY COLOR IN-HOME CONSULTATION *Q & A with Dewey Sadka*

Ottawa, ON — It is our pleasure to introduce our new, revolutionary design-décor service that goes beyond today's random color selection. It's called "We Make Color Easy" and it's based on the worlds only validated, color-based personality testing instrument—The Dewey Color System® (DCS).

Read below as Dewey Sadka, CEO and inventor of the DCS, answers some of the most frequently asked questions.

### **Q. What is it?**

**A.** Millions of homeowners love color but are afraid to use it. Now they can hire a certified Dewey Color Consultant to do it for them! Dewey color experts are trained to conduct in-home consultations that recommend—by room—exact paint, fabric, and accessory colors without the fear of a color mismatch.

### **Q. Is this a new concept?**

**A.** Until now, consumers made random color selections without knowing why. But this entirely new design-décor service goes beyond random selection. Dewey Color Consultants skillfully guide homeowners on a personal empowerment journey with a Dewey Color personality test. Then, the patented *Dewey Color Coordinator's* 25,000 no-mistake combinations are used to ease homeowner "color phobia" and take the fear out of color selection.

### **Q. What exactly will a consultant do for me?**

**A.** Part One: Consists of a homeowner choosing their favorite colors in order to make their home a scared place—a personal expression of them. They learn *why* these color selections are appealing and are then advised of their "comfort colors"—the spectrum hues that sooth and inspire them. From these comfort colors, paint, fabric, and accessory color palettes are established.

Part Two: Fuses practicality and passion. The Dewey Color Consultant, using the patented *Dewey Color Coordinator*, goes room-by-room, skillfully addressing issues and concerns regarding décor,

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walls, and accessories that tie in a theme and establish a requested mood. Even the do-it-yourselfer will avoid a costly color faux pas with the Dewey Consultant's recommended, leave-behind paint chips, fabric, and accessory color swatches. At the end of the color consultation, a Dewey Color System book may be given as a "Thank You" gift from the Consultant. With the anxiety and expense of color guesswork gone, the homeowner is able to experience easy, stress-free, color coordinated, and all-about-them color palettes. Now that we've deciphered the language of color, why not use it to change our lives by changing our décor?

**Q. Will my Consultant be an expert?**

**A.** Our color certification course teaches Consultants how to select precise, perfect color combinations for each homeowner, without the fear of making an expensive color mismatch. Certified Dewey Color Consultants are experts at measuring, selecting, AND coordinating color combinations that reflect and inspire the client.

**Q. Is the System validated?**

**A.** The Dewey Color System is the world's only validated, color-based personality testing instrument (Publishing in the *North American Journal of Psychology*). It scientifically predicts the recognized major psychometric personality factors without language. The System has validated against two of America's most respected testing instruments—The Strong Interest Inventory® (career counseling) and the 16PF® (clinical).

Read further about our landmark statistical correlations and scientific journal publications; Books—*The Dewey Color System: Choose Your Colors, Change Your Life* and *The Dewey Color System for Relationships* (Three Rivers Press/Crown Publishing a division of Random House), and other products on our website [www.deweycolorsystem.com](http://www.deweycolorsystem.com).

**Q. Can color really change mood?**

**A.** Our System has scientifically validated what everyone intuitively knows—that each color hue has a distinguishable quality. This energy, emitted through light, bears a physical characteristic that each person reacts to differently.

When a person surrounds themselves with their preferred colors, they are in fact subconsciously encouraging their hopes and aspirations. Non-Preferred colors irritatingly give them the courage to see what they have a tendency to avoid.

By using the Dewey Color System's color preference methodology, homeowners will improve the quality of their daily lives. After they have implemented their chosen colors, they will acquire their selected strengths (i.e. discipline, focus, resourcefulness and so forth) and gain the impetus to better relate to and challenge the world around them.

**The Dewey Color System**  
**“We Make Color Easy”**

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If you'd like more information about We Make Color Easy, or to hire Debrah Boucher, a certified Dewey Color Instructor and Consultant in your area, please visit [www.DebrahBoucherInteriors.com](http://www.DebrahBoucherInteriors.com) or call (613) 421.5557.