

# Purple Hue gotta love it

A purple haze descends this fall in varying shades

Purple power has arrived and reigns amongst a plethora of products — from home décor and landscape design to nail polish, a Kitchen Aid mixer, designer fall fashions, Kleenex boxes and even purple mouthwash.

So not only can you surround yourself in a hue of luxury, you can get royal oral treatment by swishing in style:

Listerine has just introduced a unique new purple rinse formula called Listerine Total Care.

According to the experts, expect grape things this fall. Red-based purples verging on raspberry are popular, says colour diva Kate Smith, but hues of violet, eggplant, aubergine and plum also look extremely sophisticated in fashion and in homes.



Joanne Richard

“These richer hues are complex and reminiscent of royalty,” says Smith, of sensationcolor.com

There is also a mix of red and purple that translates into a high-energy, almost fuchsia-like color, says Smith, adding that this color radiates fun, energy and excitement.

“Painting an accent wall is a wonderful way to introduce bolder or trend colors to a room,” says Smith, adding that a color like Benjamin Moore’s Summer Plum works wonderfully as an accent wall and provides a punch of color to the chocolate and aqua scheme that has ruled for the last several years.

If a wall is too much, consider “a few silk pillows and a glass vase in this regal hue to

update a neutral scheme in a living area or bedroom.”

Smith adds that purple pairs perfectly with black and white, or holds its own among jewel tones. “Purple pops up as an accent with neutrals from cool grays to warm browns or beiges and the more muted tones can play as neutrals themselves.”

According to Sharon Grech, Colour & Design Manager for Benjamin Moore, “Purple definitely reigned at the Milan Furniture Fair this spring.”

She says it teams beautifully with the grey paint colours which are on the rise for 2008 and 2009. “The move in neutrals to grey is a good indication that we are setting the tone for purple, even in North America.

## ARE YOU A PURPLE PERSONALITY?

People drawn to purple are usually very creative, with a penchant for spiritual or unconventional ideas, says colour strategist Kate Smith. “They consider themselves a bit uncommon and unconventional and like others to see them as eclectic, eccentric or at the very least as standing out.”



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# Getting a good grip on getting ahead

A firm, well-delivered handshake is crucial to clinching that job interview or contract.

Hands-down it wins over dress or physical appearance, reports a new study from the University of Iowa to be published in September in the *Journal of Applied Psychology*.

Interviewers generally make up their mind about a person in the first three to four minutes of an interview and “those who have a good firm handshake have higher interview ratings 30 minutes later,” says Greg Stewart, professor at University of Iowa.

According to renowned body language expert Patti Wood, “the handshake is the quickest, most effective way to establish rapport with another person.”

Handshakes can play a critical role in first impressions and it can take up to six months of constant interaction to change an incorrect first impression.



## WATCH THAT HANDSHAKE

An overly-vigorous handshake recently led to assault charges for a Florida lawyer. Kathy Brewer Rentas is accused of shaking fellow attorney Jennifer Keene’s hand so hard that she almost ripped Keene’s arm out of its socket. Moments earlier, Rentas’ husband had been successfully prosecuted by Keene. Rentas’ forceful hand action landed her a night in solitary confinement and psychological assessment; she is free on \$100,000 bail and faces up to a year in prison if convicted of assault.

## YOUR TYPE

What’s your handshake say about you?

**WEAK:** Indicates insecurity, secretiveness, shyness and aloofness; lacks self-confidence.

**LIMP/COLDFISH:** Indicates disinterest, arrogance and lack of warmth.

**THE BONE CRUSHER:** Indicates dominance, control, egotism and a lack of trustworthiness.

**JERKY/AWKWARD:** Indicates nervousness and lack of social skills, which in turn reflect on credibility.

— Lisa Wright, of the *Etiquette Advantage*

## HANDSHAKE 101

Patti Wood’s tips on the perfect handshake:

- Walk up to the person with confidence — no hands in pockets.
- Smile briefly.
- Make eye contact for three seconds to increase feelings of trust.
- Make sure your hands are clean and dry.
- Make sure your arm goes fully outward, striking out across your body to your left.
- Offer your hand with the thumb on top. Make palm to palm contact.
- Wrap your fingers around the other person’s hand, put your thumb down gently, lock thumbs and squeeze firmly. The rule is to match the pressure. Pump 3-5 times.