



# COLOUR IN ACTION

Enhancing Wellness and Fostering Togetherness in the Workplace



In a world prioritizing mental health and well-being

we offer transformative experiences where color isn't just seen but felt,  
influencing emotions and enhancing well-being.



We merge color science and tech,  
delving into its effects on emotions, engagement and community.

We specialize in Color Sensory Consulting and wellness solutions.

We amplify human experiences through  
color psychology and innovation.



# Why Colour?

Deeply Perceptual.

Provides context to our emotions.

Abstract & low cognitive load.

Nature's code to memory and ideas.

Scientifically proven to be effective at shifting perception.

Reduce seasonal Disease .

Easy to implement.



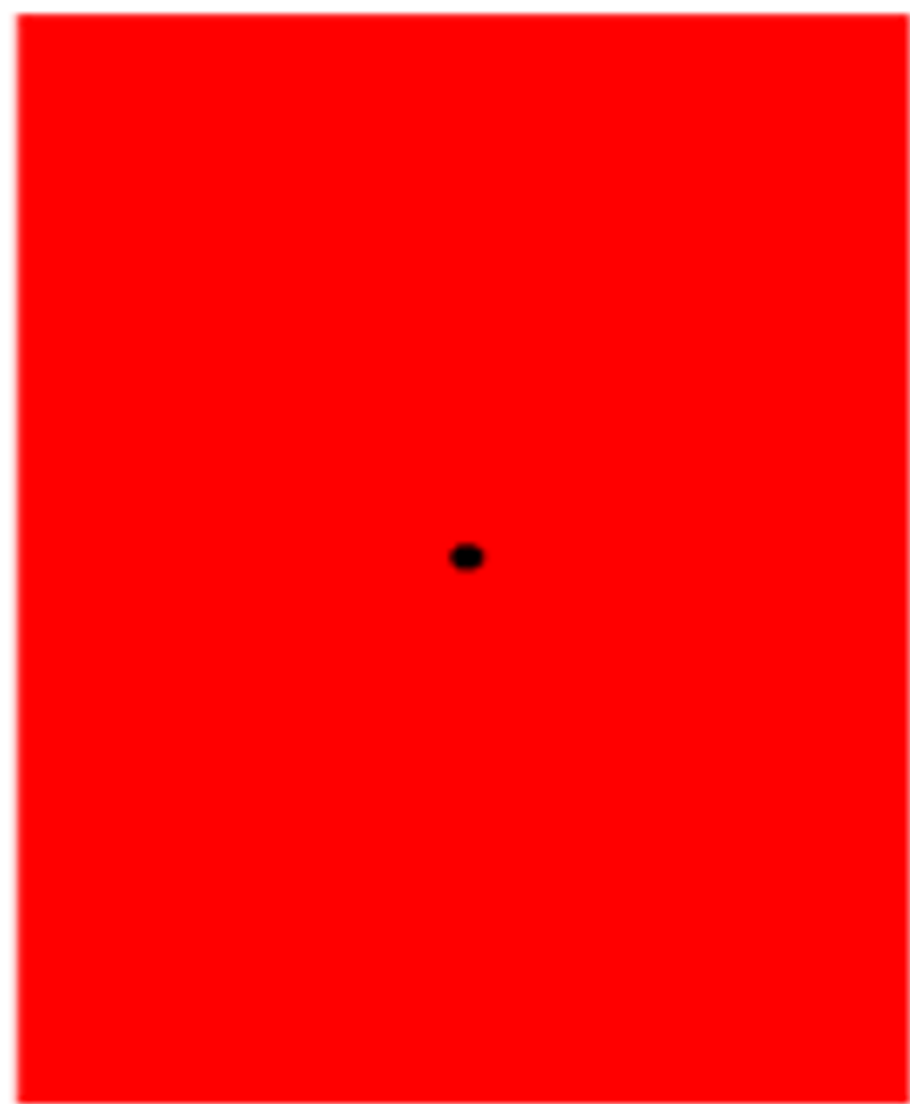
# COLOUR PERCEPTION

Our retinas contain cones sensitive to light wavelengths, processed by our brain to create perceived colors.



Here's a colour test to see if you can really see Red.

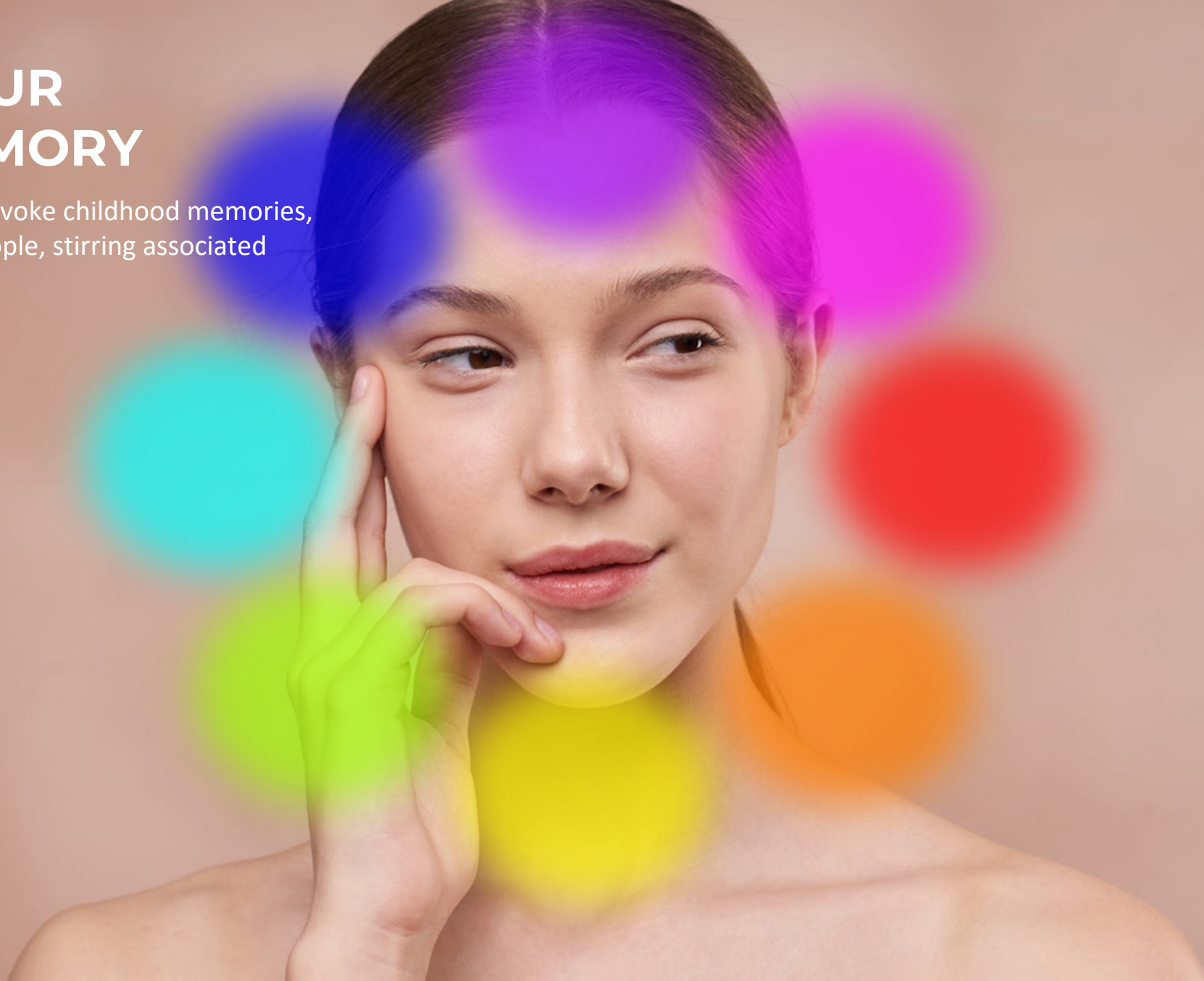
Let's Start



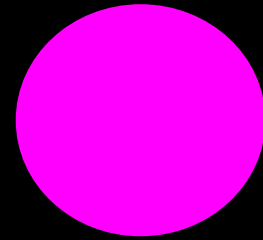
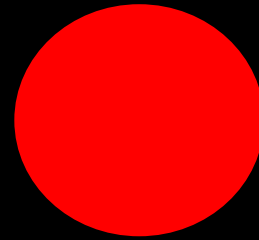
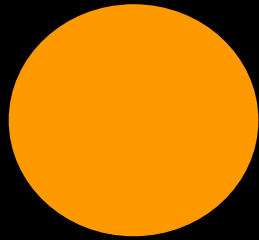
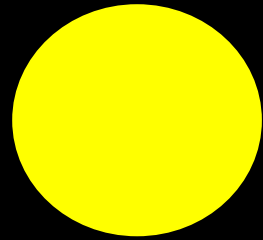
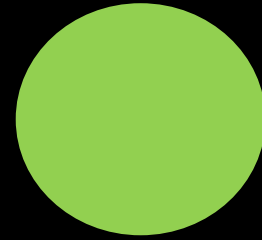
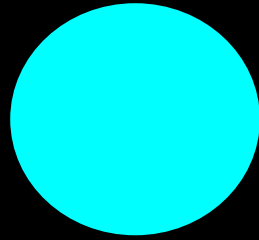
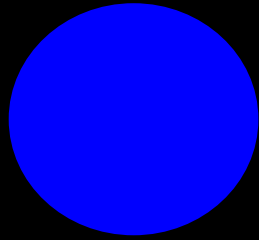
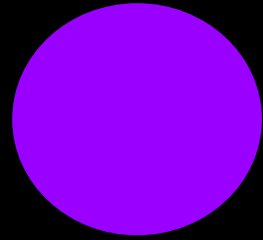


# COLOUR IS MEMORY

A colour can evoke childhood memories, events, or people, stirring associated emotions.



Choose the colour you're most attracted at this moment.



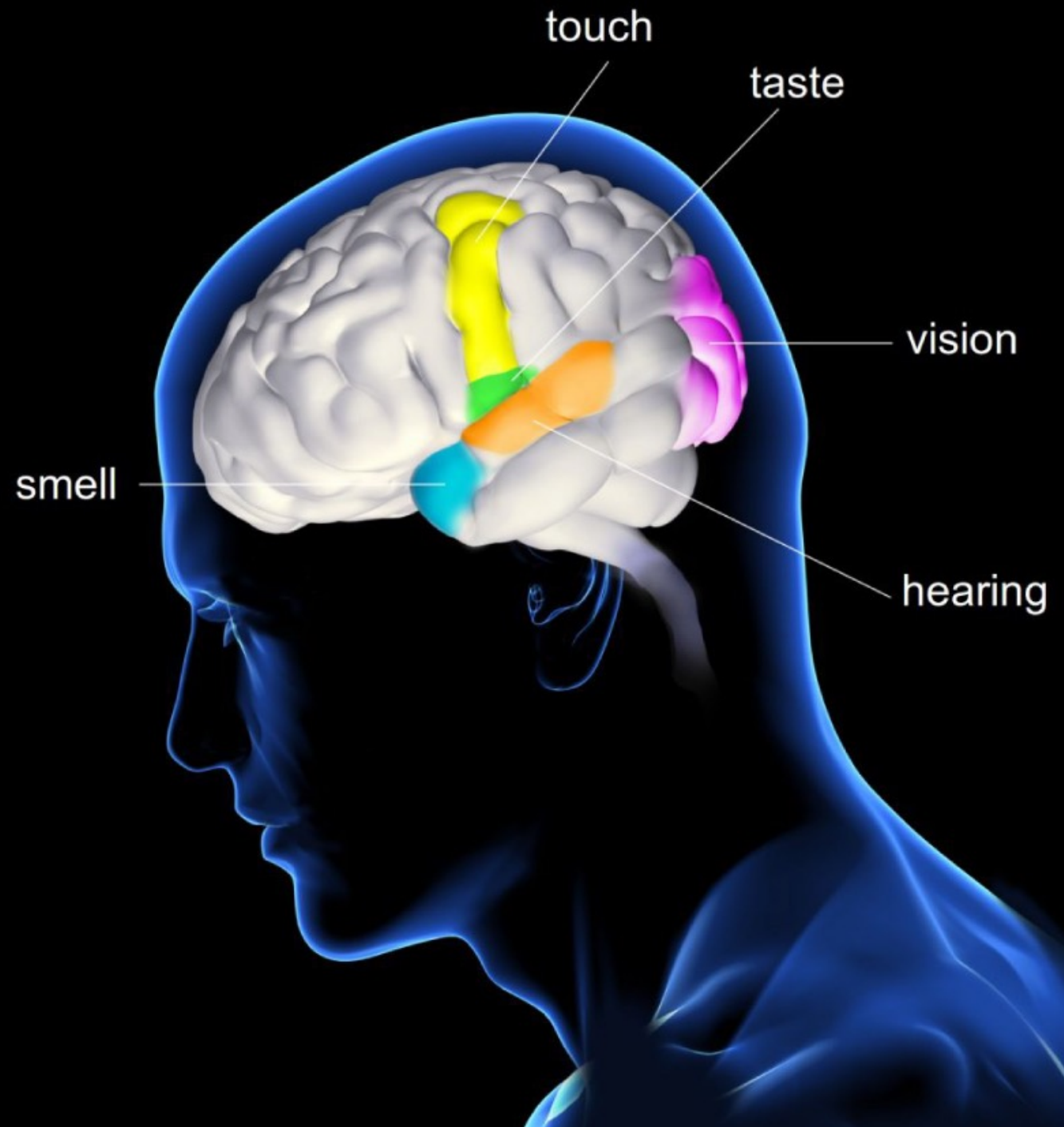
What memory did that Colour evoke?

How would you connect the emotions evoked  
by your chosen colour with specific  
tastes, scents, sounds, and textures?



# SYNESTHESIA

Our senses can communicate and influence one another.



# COLOURS ARE SOOTHING AND RELAXING

Different colours can produce different physical, emotional and psychological effects.



**ACTIVATE FLOW**

**BOOST MOOD**

**INCREASE CREATIVITY**

**REDUCE STRESS**

**SHARPEN FOCUS**

**INCREASE SLEEP**



**"Color can influence our  
emotions & moods."**

**Prof. Stephen Westland**  
Chemistry  
*Leeds University*  
*United Kingdom*

**"Color can influence  
our other senses."**

**Prof. Charles Spence**  
Neuroscience  
*Oxford University*  
*United Kingdom*

**"Color can influence our  
attention & creativity."**

**Prof. Dianne Smith**  
Architecture  
*Perth University*  
*Australia*

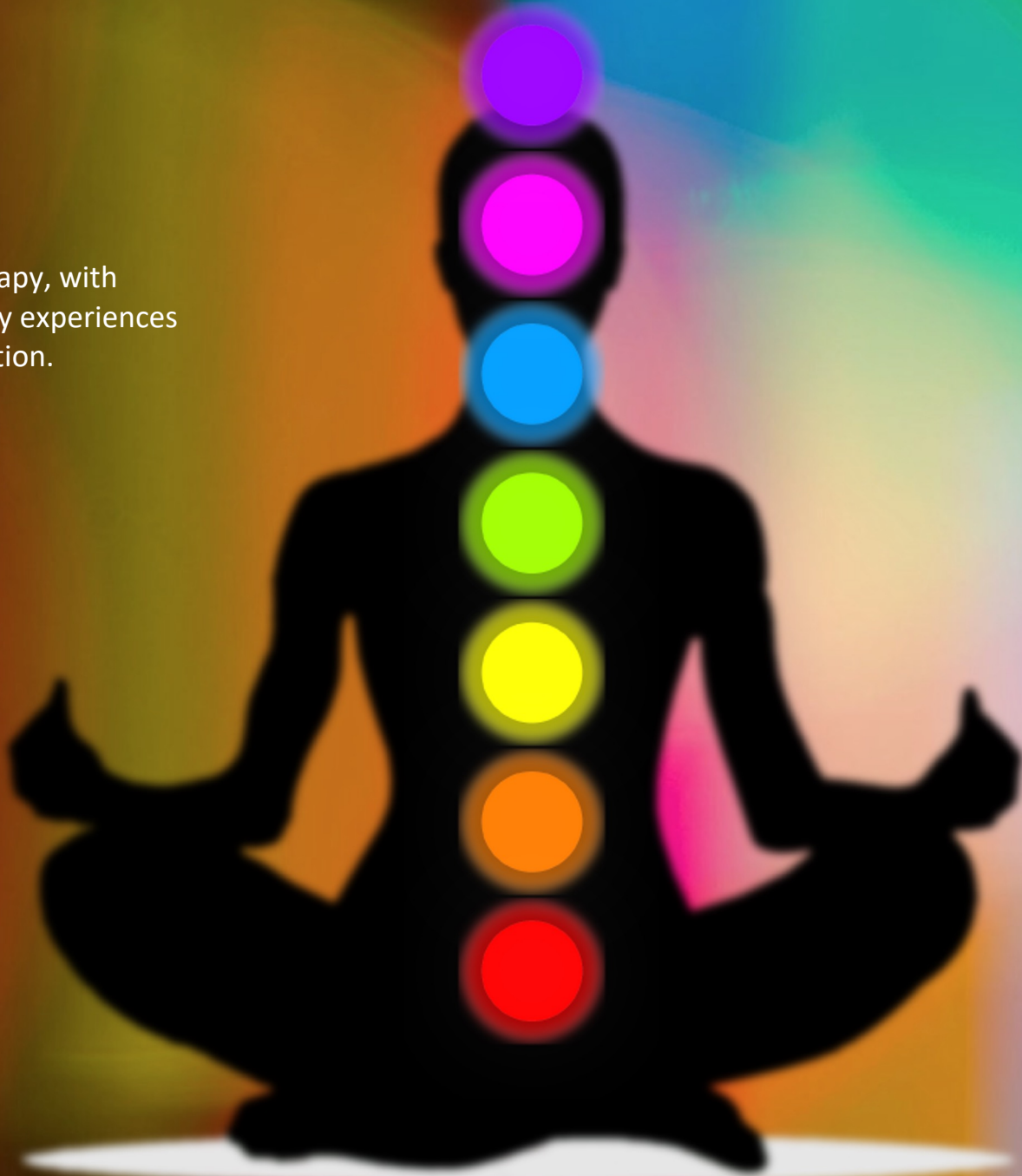
**"Color can influence our  
sleep quality."**

**Prof. Charles A. Czeisler**  
Biology  
*Harvard Medical School*  
*United States*



# COLOUR & TECHNOLOGY

We combine ancestral beliefs, chromotherapy, with technology to create engaging multisensory experiences that enhance intuitive human-tech interaction.



# **WE INFUSE ADDED VALUE THROUGH COLOUR**

We offer corporations an  
emotional understanding of their workforce.

# brainbo powered by AI

DISCOVER YOUR COLOUR MOOD OF THE MOMENT

It all begins with an intuitive Colour Mood Test.



Apple Store



Google Play



Due to constant interruptions,  
Most people find difficult to get back  
into their original flow.

**3 mins**

The average employee is  
interrupted every three  
minutes

**26 mins**

Time it takes for an  
employee to refocus  
after being interrupted.



# SENSORY RESET

Include 5-minute Sensory Reset in the corporate routine.

## OUTCOMES

Improved Focus and Clarity

Boosts Productivity & Creativity

Prevent stress in the office



# brainbo powered by AI

Premium for Corporate

AI Personalized Wellness Plans

Sensory reset & Acupressure Self healing Programs

Connect with your team through color and emotions

## OUTCOMES

Improve Health Awareness

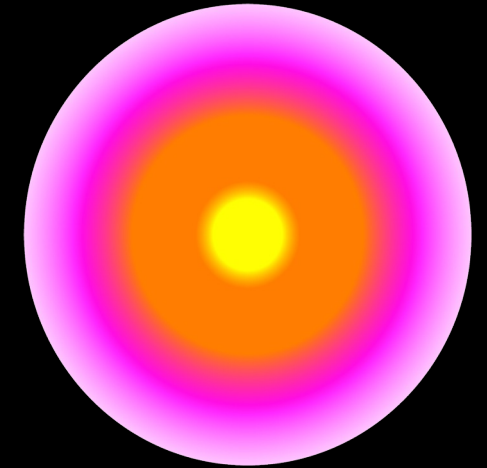
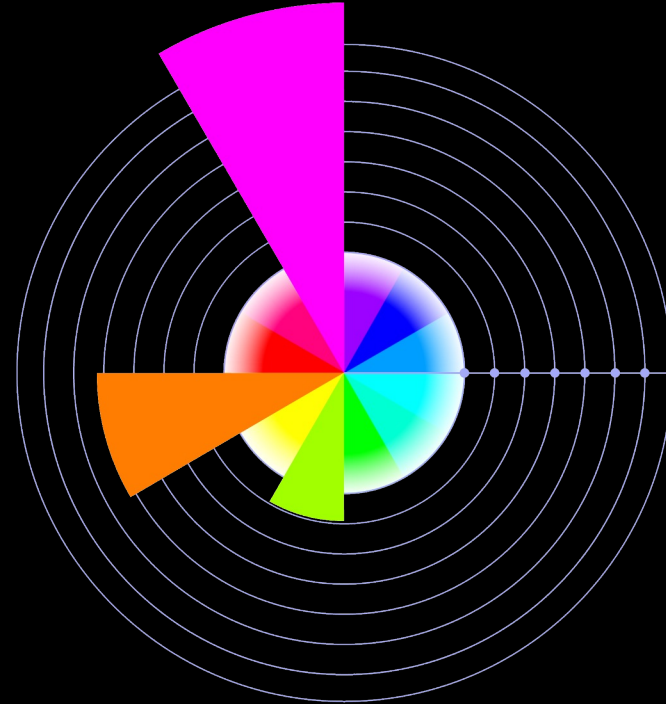
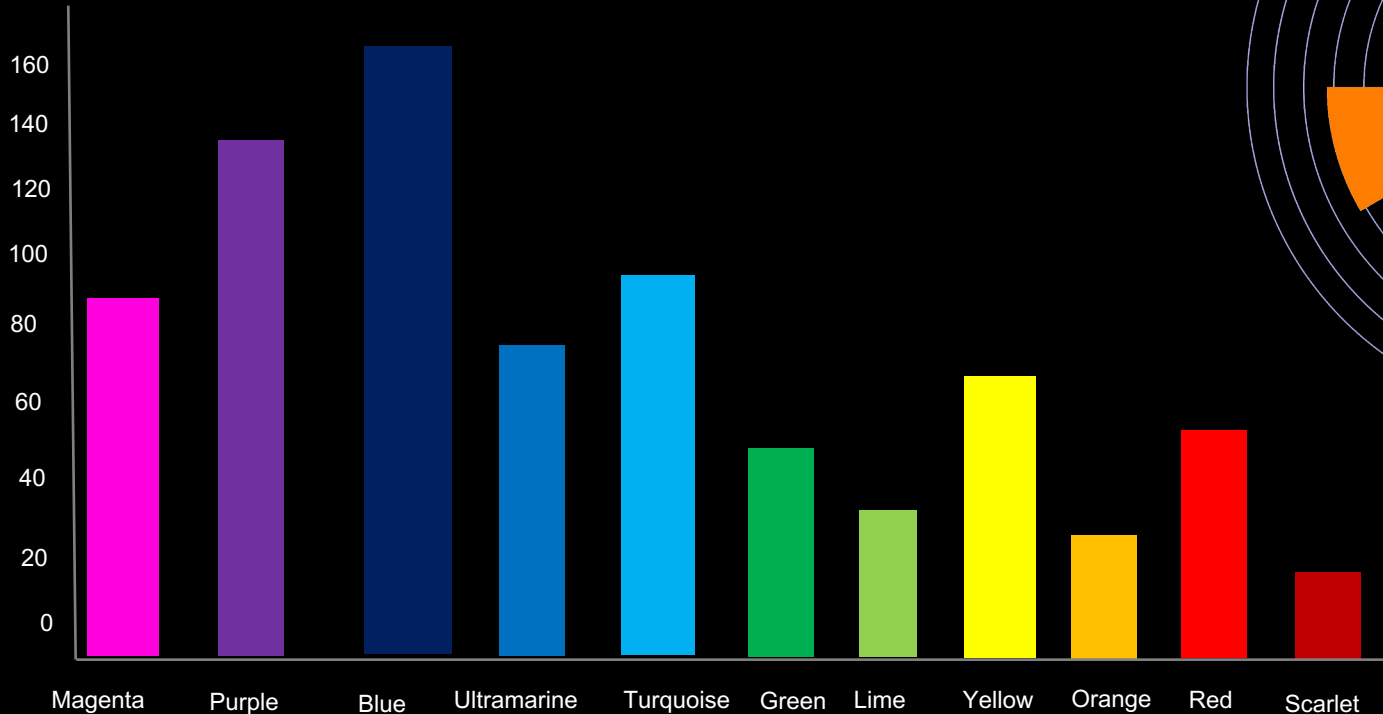
Better Work-Life Balance

Enhance Team Building & Engagement



# INNOVATION THROUGH CHROMATIC PROFILES

We offer organizations Team Chromatic profiles, integrating color as an emotional tool to enhance organizational effectiveness.



## OUTCOMES

- Informed Decision-Making
- Improved Team Engagement
- Enhanced Emotional Connection

# COLOUR SENSORY CONSULTING

We empower our clients to make impactful color decisions that resonate emotionally, benefiting both their company and workforce.

## OUTCOMES

Create emotionally environments

Elevate team experience

Improve employees productivity



# TALK & KEYNOTES

We immerse your team in the world of colour psychology, sharing insights and strategies that transform perceptions, emotions, and connections.

## OUTCOMES

Insights into colour's impact on emotions and behavior

Improved well-being through colour awareness

Emotional Connection





# TEAM BUILDING EXPERIENTIAL WORKSHOP

*Digital & Onsite*

We provide companies with specialized knowledge and skills to harness the emotional power of colour to create deeper connections with their team.

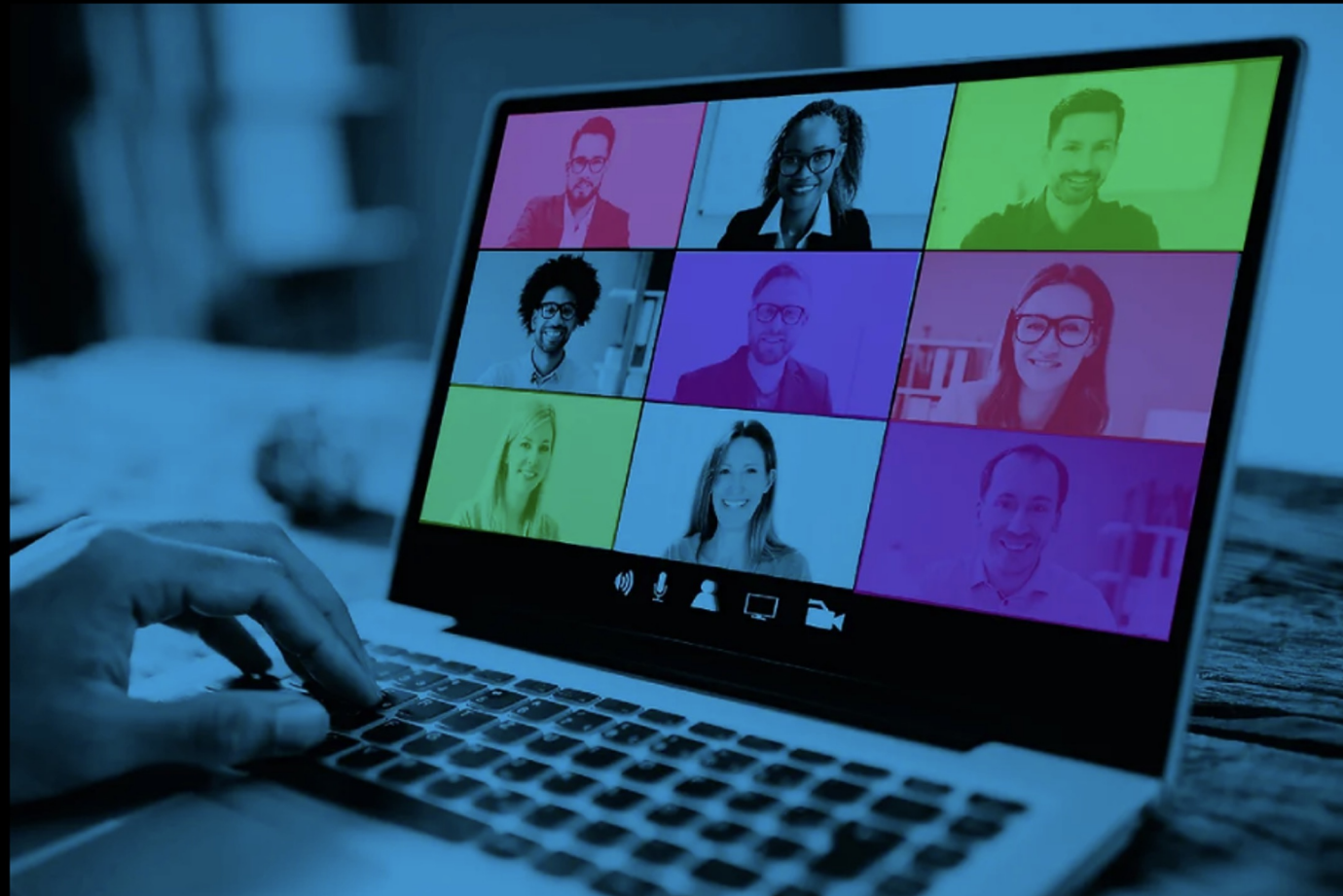


## OUTCOMES

Improved Communication Skills

Increased Creativity and Innovation

Enhanced Team Bonding



# L'ORÉAL®

The individual-level outcomes of the mycoocoon color experience for L'Oréal Luxury brands employees allowed for a thorough assessment, clearly demonstrating its effectiveness in boosting team connections, creativity and customer engagement.





# COLOUR POD

Harnessing the power of colour, the mycoocoon Colour Pod provides visitors with a personalized 5-minute sensory reset experience.

The colour pod has been brought to life by Curious Events, specialists in creating unique, multi-sensory experiences that combine engaging the senses and enable people to re-connect to themselves and achieve optimal wellbeing.

## OUTCOMES

Restore & Re-Energize

Enhance Sense of Well Being

Boosts Employees Productivity





# EVIDENCE BASED OUTCOMES

Emotional change of an employee's performance through well-designed programs and initiatives results.

**90%**

Increase  
Job Satisfaction

**70%**

Stress levels  
decreased

**60%**

Improve  
Engagement

**80%**

Increase  
Productivity

# LET'S EXPLORE TOGETHER

Share your feedback from your perspective considering your colour emotional point of view.

How you would create a  
more supportive  
work environment?

Investing in mental, social, emotional and financial health,  
along with physical health,  
will help create a happier, healthier workforce  
with results that last.

# THEY TRUST US...



Canary Wharf  
London



Luxury Tank  
London



Cosmoprof  
Las Vegas



L'ORÉAL Luxury Brands  
Paris

L'ORÉAL®

WGSN

PANTONE  
UNIVERSE™

COSMOPROF  
NORTH AMERICA LAS VEGAS

  
CANARY WHARF  
GROUP PLC

  
SHOREDITCH HOUSE  
EAST LONDON

Ready to harness the power of colour to connect with your team on a deeper emotional level?

Let's begin your journey to create meaningful, vibrant, and successful Colourful experiences together.



**THANK  
YOU**

**mycoocoon**

[mycoocoon.com](http://mycoocoon.com)