Black is a neutral color. It reveals itself as conservative and mysterious. In color psychology the meaning of the color black is protection from external emotional stress. Black is intimidating, unfriendly and unapproachable because of the power it exudes. It radiates authority, but creates fear in the process. Black implies self-control and discipline, independence and a strong will, and giving an impression of authority and power. People who like black may be conventional, conservative and serious. Black can give an impression of elegance, sophistication and confidence.

Black is often associated with sexiness and seduction. Black gemstones symbolize self-control and resilience. Black gives protective energy in the sense that it is the absence of light, and therefore, can be used to create invisibility. In the western world, black is a technical color used to represent mourning and death.

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