



FLOURISH



**BOYSEN®**  
COLOR TREND 2022



**BOYSEN®**

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# F L O U R I S H

Flourish is the impetus behind Boysen Color Trend 2022, 24 new paint colors divided into six colors per palette. Aspirational and positive, this powerful core idea Flourish gave birth to the four color palettes—**BREATHE**, **MOVE**, **BLOOM**, and **LIVE**. These palettes represent the four natural elements essential to life, namely, air, water, earth, and fire.

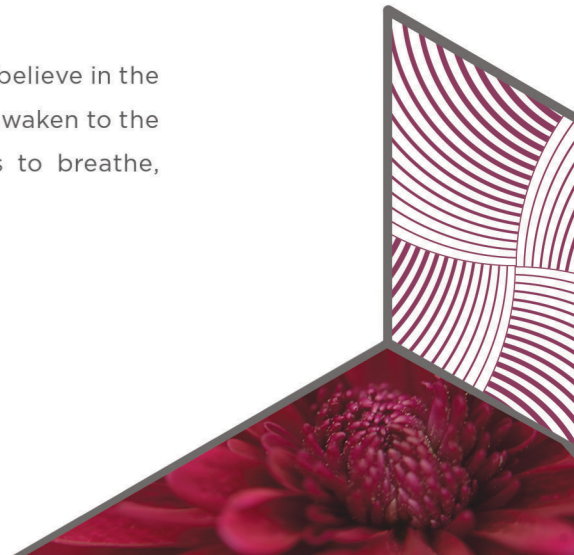
Since 2015, Boysen has launched a Color Trend every year. In March 2020, just right before we were about to physically introduce the colors to the public in the first exhibition planned for the year, the pandemic revealed itself and spread quickly around the globe, plunging all of us into a series of lockdowns. A traditional launch of the Boysen Color Trend 2020 was no longer possible so we introduced the new paint colors in our social media channels instead.



There was a gap in the annual rollout when Boysen decided not to create a Color Trend in 2021. Mankind has been in the grip of a pandemic that forcibly wrested everyone's focus from quotidian concerns to survival issues. Along with the rest of the world, we have been digging deep into our resilient nature to navigate our way through the many challenges we have encountered.

The world is still traversing this shifting landscape after two years. Many of us have been changed because of the ordeal: We are learning to transmute pain into growth. Boysen, which was established nearly 70 years ago, trusts the life cycles it has experienced throughout its existence—of a world that survives, strives, and thrives.

Flourish is a claim we bravely make because we believe in the wisdom of the collective to find the path as we awaken to the infinite possibilities of life, and the new ways to breathe, move, bloom, and live.





# B R E A T H E

Create a refuge with the muted colors of Breathe, and use your breath to bring yourself into balance.



# B L O O M

Have confidence in your creative genius, and blossom into your full potential with Bloom's lively colors.



# M O V E

The warm and cool colors of Move invite you to build momentum to create your perfect world.



# L I V E

The gentle hues of Live is a soft encouragement to tend your fire as you pursue your dreams.



# B R E A T H E

The Breathe palette represents the natural element air.

Breathing, an unconscious process, sustains our lives. The breath of life is blown into us at birth and snuffed out in death. Its power and the healing it brings nurture us throughout the span of our existence. We are given this sacred gift so that we may live a flourishing life. In the intervals between breathing in and breathing out are the liminal spaces that give us a glimpse of our full potential as human beings...if we care to look.

Muted reds comprise most of the colors of Breathe. A mellow green and somber charcoal complete the palette. Using these gentle colors, which are different from the usual greens of biophilia, you can create an eco-chic urban dwelling and fill it with decor made of natural materials. When the world gets too frenzied, retreat into this sanctum to catch your breath.



BCT21-7736S  
BABY STEPS



BCT21-7737S  
UTTERLY  
POTTERY



BCT21-7207S  
MORNING  
YOGA



BCT21-7813S  
BUT FIRST,  
COFFEE



BCT21-7514S  
HERBAL TEA



BCT21-7911S  
CHARCOAL  
MASK



# B R E A T H E



- SWATCHES LEFT TO RIGHT:**  
BCT21-7736S BABY STEPS  
BCT21-7737S UTTERLY POTTERY  
BCT21-7207S MORNING YOGA  
BCT21-7813S BUT FIRST, COFFEE  
BCT21-7514S HERBAL TEA  
BCT21-7911S CHARCOAL MASK



SCAN ME

# B R E A T H E



**SWATCHES LEFT TO RIGHT:**

- BCT21-7736S BABY STEPS
- BCT21-7737S UTTERLY POTTERY
- BCT21-7207S MORNING YOGA
- BCT21-7813S BUT FIRST, COFFEE
- BCT21-7514S HERBAL TEA
- BCT21-7911S CHARCOAL MASK



SCAN ME



# M O V E

The Move palette represents the natural element water.

Move like water, over rocks, down a cliff, through crevices, over pathways carved out by time. Move as one with the world, and transform as the situation demands—to be liquid when flowing is the best course of action, to be ice when there is a need to make a stand, to be steam when the call is to rise above. Move around the vastness of the life that has been given. Move beyond the limits set by the mind. Move inward and outward. Move alone or as one with the community. Move to make this world a better place for all of us.

This palette is made up of 50% cool colors—blue, grey, and white, and 50% warm colors—yellow, purple, and orange. The combination of warm and cool hues gives the visual motion to create a playful, lighthearted vibe. Half stimulation and half respite adds up to make an interior space that gives freedom to a spirit that wants to realize a purposeful intention tempered by good-natured effort.

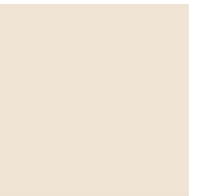
BCT21-7618S  
LEMON POP



BCT21-7438S  
DEEP  
PLUNGE



BCT21-7208S  
HIGH KEY



BCT21-7018S  
HEY, GREY!



BCT21-7739S  
FIREBURST  
\*Use CP70 as primer



BCT21-7740S  
PURPLE POWER  
REVOLUTION  
\*Use CP70 as primer



M O V E



SCAN ME



**SWATCHES LEFT TO RIGHT:**

- BCT21-7618S LEMON POP
- BCT21-7438S DEEP PLUNGE
- BCT21-7208S HIGH KEY
- BCT21-7018S HEY, GREY!
- BCT21-7739S FIREBURST
- BCT21-7740S PURPLE POWER REVOLUTION

M O V E



**SWATCHES LEFT TO RIGHT:**

BCT21-7618S LEMON POP

BCT21-7438S DEEP PLUNGE

BCT21-7208S HIGH KEY

BCT21-7018S HEY, GREY!

BCT21-7739S FIREBURST

BCT21-7740S PURPLE POWER REVOLUTION



SCAN ME

# B L O O M

The Bloom palette represents the natural element earth.

Burrow deep into the fecund earth and develop strong roots. The love for life and this planet we call home has never before been thrust unequivocally to the forefront of the collective consciousness as it is now. It is time to harness our creative power and forge a path ahead that is sustainable for all life in the earth's biomes. Bloom, collaborate, and be a trailblazer that the world community needs. A Renaissance is a requisite to our blossoming.

Bloom is a sophisticated palette of an unexpected color combination of pinks, blues, and a dollop of mustard. Painting this palette in your interiors is a fearless statement signifying a confidence in the singularity of your own creative genius. It is also a bold invitation to others entering your domain to trust in their own individual styles. The impact of Bloom is as stunning as a field of wildflowers, artfully curated by nature itself. The key to its potency lies in variety and not in uniformity.



BCT21-7434S  
WISTFUL  
LILAC



BCT21-7617S  
HONEY HIVE



BCT21-7435S  
TEAL WE  
MEET AGAIN



BCT21-7436S  
WHIRLWIND  
ROMANCE  
\*Use CP70 as primer



BCT21-7437S  
SWEET  
INSPIRATION



BCT21-7738S  
CANDIES  
BE LOVE



B L O O M



**SWATCHES LEFT TO RIGHT:**  
BCT21-7434S WISTFUL LILAC  
BCT21-7617S HONEY HIVE  
BCT21-7435S TEAL WE MEET AGAIN  
BCT21-7436S WHIRLWIND ROMANCE  
BCT21-7437S SWEET INSPIRATION  
BCT21-7738S CANDIES BE LOVE



# B L O O M



SCAN ME



## SWATCHES LEFT TO RIGHT:

- BCT21-7434S WISTFUL LILAC
- BCT21-7617S HONEY HIVE
- BCT21-7435S TEAL WE MEET AGAIN
- BCT21-7436S WHIRLWIND ROMANCE
- BCT21-7437S SWEET INSPIRATION
- BCT21-7738S CANDIES BE LOVE



# LIVE

The Live palette represents the natural element fire.

What ignites the fire in your belly, that gets you up in the morning, that raises you when you stumble, that impels you to go into the fray despite not knowing what awaits? It's the same fire that makes you savor life's pleasures, big and small, that lets you be present in every unpredictable moment, and that allows you to bask in the glow of love. Brook no half measures but seek and live the lushness with the passion it deserves.

The cool colors of grey, green, and blue comprise most of the palette with a lone red hue to complete it. The kind of fire that Live represents is the lambent warmth of a carefully tended blaze, not a conflagration that destroys everything in its path. It is the flame of awareness, fueled by the balance between acuity of purpose and the wisdom and heart to accomplish it. With the Live palette, expect a living space that is welcoming, soothing, even healing...a place of renewal.

BCT21-7019S  
SILVER  
STREAK



BCT21-7020S  
COOL TIDES



BCT21-7439S  
MELLOW  
MINT



BCT21-7440S  
HIDDEN  
OASIS



BCT21-7441S  
MARINE  
SANCTUARY



BCT21-7741S  
SAHARA  
SUNSET



LIVE



SCAN ME



**SWATCHES LEFT TO RIGHT:**  
BCT21-7019S SILVER STREAK  
BCT21-7020S COOL TIDES  
BCT21-7439S MELLOW MINT  
BCT21-7440S HIDDEN OASIS  
BCT21-7441S MARINE SANCTUARY  
BCT21-7741S SAHARA SUNSET



# L I V E



**SWATCHES LEFT TO RIGHT:**

- BCT21-7019S SILVER STREAK
- BCT21-7020S COOL TIDES
- BCT21-7439S MELLOW MINT
- BCT21-7440S HIDDEN OASIS
- BCT21-7441S MARINE SANCTUARY
- BCT21-7741S SAHARA SUNSET



SCAN ME










SEMI-GLOSS  
**BOYSEN®**  
**PERMACOAT™**  
**COLOR SERIES**

100% acrylic  
 water-based latex paint  
 with excellent hiding,  
 durability, and dirt  
 pick-up resistance.



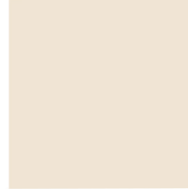



## FLOURISH 2022 SWATCHES

*\*For technical reasons connected with color reproduction in print and paint manufacturing, these colors may not exactly match actual paint color.  
 \*\* BOYSEN Color Trend 2022 colors can be mixed as BOYSEN Permacoat Semi-Gloss Latex Paint at our Mix & Match Stations.  
 This paint can be used on concrete walls and drywalls only.*





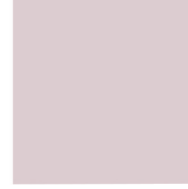
### BREATHE

					
BCT21-7736S Baby Steps	BCT21-7737S Utterly Pottery	BCT21-7207S Morning Yoga	BCT21-7813S But First, Coffee	BCT21-7514S Herbal Tea	BCT21-7911S Charcoal Mask

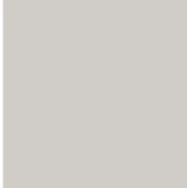





### MOVE

					
BCT21-7618S Lemon Pop	BCT21-7438S Deep Plunge	BCT21-7208S High Key	BCT21-7018S Hey, Grey!	BCT21-7739S Fireburst <small>*Use CP70 as primer</small>	BCT21-7740S Purple Power Revolution <small>*Use CP70 as primer</small>

### BLOOM

					
BCT21-7434S Wistful Lilac	BCT21-7617S Honey Hive	BCT21-7435S Teal We Meet Again	BCT21-7436S Whirlwind Romance <small>*Use CP70 as primer</small>	BCT21-7437S Sweet Inspiration	BCT21-7738S Candies Be Love

### LIVE

					
BCT21-7019S Silver Streak	BCT21-7020S Cool Tides	BCT21-7439S Mellow Mint	BCT21-7440S Hidden Oasis	BCT21-7441S Marine Sanctuary	BCT21-7741S Sahara Sunset