

# COLORS IN NATURE

## All for Show

Many animals use color to attract and keep a mate! The male frigate bird from the Galapagos Islands attracts a female by inflating his bright red throat pouch. In contrast to the colorful show the males put on, female animals are often darker, with muted tones for better camouflage when protecting their young.



## Eating the Rainbow

Some animals, such as flamingos, change color based on what they eat! Flamingos eat small crustaceans and shrimp which are pink in color. The pigment in the shrimp liquefies into fats that are transferred into the bird's growing feathers. Because of this process they turn pink!



## Pigments and Light

Birds like the peacock get their colors through a collection of brightly colored pigments and photonic crystals. With this combination the bird's feathers reflect different wavelengths of light and we are able to see the bright blues, greens, and teal colors!



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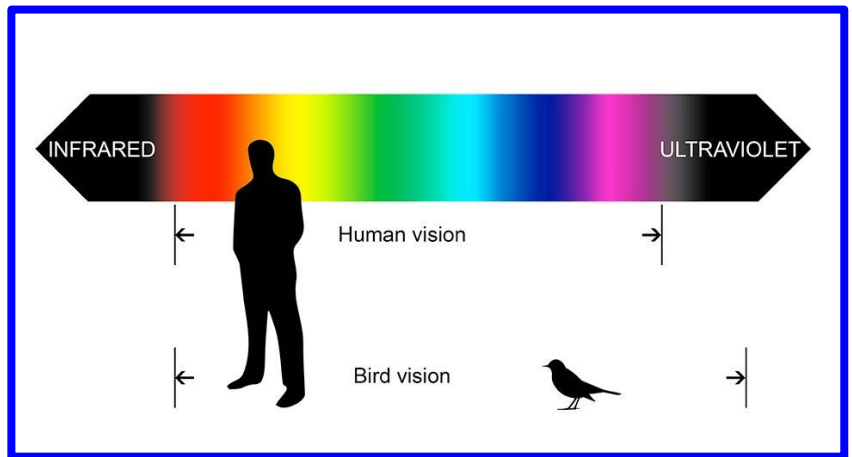


## Why do flowers have color?

Some plants and flowers use color to attract birds and bees! Animals and insects are lured to the flowers in order to spread pollen and help the plant reproduce. This pollination process increases the number of flowers a plant can produce as well as the plant's success rate. Without the help of other insects, birds, or animals, many flowers would be at a disadvantage.



How a bee sees a yellow flower!



Birds see a range of light that goes beyond what human eyes can see.

Head outside! How many brightly colored flowers do you see? Do you see any birds, bees, or other animals nearby? What colors stand out the most to you?

