

(シンポジウム：香粧品とは)

「化粧に関する神経行動学的仮説」

— 大脳生理学からみた化粧 —

千葉 康 則*

Neuroethological Hypothesis on Make-up

Yasunori CHIBA*

Abstract

Changeability in behavior is innate in a human being, and a fixed behavior pattern is not always kept in his everyday life. As a member of a society, however, he is obliged to control his changeability largely and behave himself as might be expected in order to do his duties. A human being classified as “man” lives up to man’s behavior pattern and the one classified as “woman” lives up to woman’s behavior pattern, so that both man and woman can do thier respective duties in a society.

Make-up plays the same role as clothes for a woman. It is the behavior not only for doing her duties but for letting others know them at a glance. Changing make-up shows that she is going to change her duties.

Make-up is generally supposed to add to the “beauty” of a woman. “Beauty” is, however, an indefinite expression, which varies according to each person’s subjective point of view. Unless “beauty” is defined, a corresponding theory remains incomplete. Therefore supposing a woman faithfully doing her duties in a society looks beautiful, the theory will be developed further.

Woman’s duties change as time goes on, which naturally causes the change of her make-up and clothes. Today her duties are remarkably changing, and so how they will change should be grasped as accurately as possible to predict the future change of make-up.