

(シンポジウム：香粧品とは)

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## The Functions of a Makeup

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### Abstract

Even our Stone Age ancestors were using makeups, and to this day, not a tribe is left on earth without a makeup. Why, what are the functions of a makeup for mankind?

Consider how vulnerable man is physically, compared to other animals: no wings nor sharp beaks like eagles; no fangs like wolves; no claws like bears; not even strong legs like horses to run. Therefore, man devised tools for survival as Homo Sapiens, and strengthened himself eventually to conquer the earth. However, it was not easy to modify his body: some succeeded in elongating their heads, or others sharpened their teeth, but the modifications were never conspicuous. No man could forcibly become taller, nor grow hair on his bald head. Yearning for a stronger, more beautiful and attractive physique made man discover his soft, smooth skin as a gift no animals had, where he could decorate with colorful designs. Sometimes he painted his body to camouflage himself from game he was hunting, but mostly it was for the magical rituals that he decorated his face and body with paints and cosmetics.

Magic was then part of man's life. When he became aware of inescapable death, diseases and disasters, he was frightened, and tried to find ways to avoid those misfortunes, and bring in everlasting happiness instead. Thus, he resorted to supernatural means – magic – by which, he believed, he could manipulate his fate. Therefore, he took pains to adorn himself with special makeup for the special occasion, trusting that if the gods were invited and properly received and welcomed with music, dance and feasts, they would protect him. He also believed that misfortunes were caused by the evil spirits entering into the human body through the surface openings. This is how the personal ornaments like ear-rings, nose-rings, etc. were first used.

As time went by, however, man had come to enjoy himself more in his makeup. He felt himself more presentable and attractive. Makeups were important elements for lovers to appeal to each other. Thus, makeups satisfied human instinct as well as fulfilled religious needs.

Now, in the age of computers we do not put on makeup for performing magic, but we are still not satisfied with what we are born with, physically, and try to cover weaknesses while making all efforts to emphasize the best part of ourselves, not only to attract others, but also to feel better and gain confidence. This shows that the effect of a makeup is magical, if only superficially, that it enables man to feel more than what he really is.