

〈特別記念プログラムⅡ〉

(21世紀の香粧品Ⅱ—Quality of Life と化粧)

化粧の心理的・社会的意義

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Psychological and Social Significance of Makeup

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Abstract

Face is recognized as the most important identifier discriminating from others. Makeup has been got a lot of attention to people since ancient time and has been studied how to derive the message of makeup through the face. Facial attractiveness take an important role in interpersonal relationships. Makeup is an effective way for us to make and change not only their beauty but also their self-esteem. It has the main two adaptive aspects for us to enhance relaxation and to take a role in interpersonal relations. Either of these utilities means to advance self-esteem in social context. It is to increase the activation psychologically and the social activity for people. To do makeup is not only to manage physically our appearances but also to adjust interpersonal relationships. Makeup is effective in the impression management, and the matching with the other factors (physiognomic feature, dress, social situation and so on) is necessary for social adaptation. Makeup behavior is one of popular and effective strategies that could express their desired social identities in social context. It is expected that we should study the linkage process between intra-personal psychological process and interpersonal utilities of cosmetic behavior.

Key words: makeup behavior, interpersonal attraction, psychological health, self-esteem, adaptation.