

〈教育シリーズ〉

皮膚をみる人たちのための化粧品知識

化粧する心のサイエンス
—心と肌に響く化粧の研究—

互 恵子*

**The Science of Cosmetic Psychology and Behavior:
Research on Cosmetics That Resonate with the Mind and the Skin**

Keiko TAGAI*

Abstract

It is important for us to spend our daily lives comfortably and lively. To that end, cosmetic behavior in daily life has the power to modestly enrich and revitalize the mind as well as the skin. It is not only because it has a functional value to the skin, but also because it has an emotional or affective value that resonates the mind through the skin. Grounded in this belief, we have been studying the effects of cosmetics on the mind and the body for about 40 years. By demonstrating and quantifying these effects in a scientific manner, our aim is to lead development of ever better cosmetics and maximize the satisfaction of the user. This paper summarizes research findings on how skin care, makeup, and fragrance affect the mind and body through tactile, visual, and olfactory sensations by means of psychophysiological and affective engineering measurement techniques.

Key words: cosmetic psychology and behavior, psychophysiological effects, skin care, makeup, fragrance.