

〈教育セミナー〉

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美しさと健やかさの心理学

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The Psychology of Beauty and Health

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Abstract

Overviewing the span of human history reveals that humans have long seemed to think that beauty is worth sacrificing health. However, with changing times, beauty became coexistent with health, and then an extension of health: the position of beauty thus changed from “opposed to health” to “associated with health,” and “promoted by health.” Now, the contribution of cosmetics to health is in the spotlight with the spread of cosmetic therapy. This review introduces the new and reversed relations shared by beauty and health, and explains how “beauty leads us to health” from a psychological perspective.

Key words: cosmetics, makeup, history.