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香粧品を対象とした感覚・心理研究の過去・現在・未来：
美と健康のエンパワーメント

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**The Past, Present, and Future of Sensory and Psychological Research on Cosmetics:
Human Empowerment from Health Beauty**

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Abstract

This paper introduces research on the mental and physical benefits of cosmetic behaviors from the 1980s to recent years, including neuroscience. It discussed the possibility of promoting wellbeing through sensory experiences, and considered the possibility that the concept of neurocosmetics may link the effects of mind and skin.

Key words: cosmetic behavior, wellbeing, psychology, psychophysiology, neurocosmetics.