

〈一般論文〉

理想の顔の形態的特徴とメーキャップによる顔の形態的特徴の変容：
日本の女子大学生と20代社会人女性での検討

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**Ideal Facial Features and Modification of Facial Features by Makeup:
A Study of Japanese Female College Students and Working Women in Their Twenties**

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Abstract

The aim of this study was to explore the characteristics of ideal facial features and the nature of the makeup used by Japanese women. One hundred forty-three females (aged 18–29 years) estimated the shapes of individual facial features and the overall impressions of both their own faces with and without makeup, and those of their ideal faces. The results showed that there were large differences between ideal faces and their own ones without makeup in the shapes of eyelashes, eyes and noses, and the impressions of facial skin, whereas there were small differences in the shapes of foreheads and jaws, as well as the configurations of facial features. It was found that modifications by makeup were large for the shapes of eyebrows and eyelashes, and the impressions of facial skin, whereas they were small for the shapes of noses and jaws, and the configurations of facial features. Takano et al. (1997) have found that the overall impressions of Japanese women's faces can be described effectively with two dimensions: balance (childish-mature face) and form (round-straight features). When we examined modification of faces by makeup in terms of these two dimensions, it was shown that modifications in the dimension of balance between faces with and without makeup were larger than those in the dimension of form.

Key words: face, makeup, an ideal face, facial features, an overall impression of a face.