

〈シンポジウム I〉

『香化粧品における生活・文化価値を考える』

化粧する脳

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Make Up Brain

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Abstract

Facial perception is important in the social construction of the self. The perception of the self and other persons is influenced largely by the appearance of the face. Facial makeup plays an essential role in establishing the self in relation to others, and affects the behavior of subjects, both consciously and subconsciously. In this study, we investigated how female subjects perceive their own face and the faces of others with or without makeup using imaging with functional magnetic resonance imaging (fMRI), and how they recognize themselves and others using a questionnaire. The participants were healthy Japanese female subjects (ages 20–35) who used facial makeup on a daily basis. In the fMRI study, the perception of the face of the self and others was affected by whether the subject had applied facial makeup or not. When female subjects did not apply makeup, they tended to recognize their own face with makeup as if it was the face of another person, while they recognized the distinction between their own face and other faces without makeup. On the other hand, when they used makeup, they assimilated their own face with or without makeup. Furthermore, when they did not use makeup, we identified an activated area in the brain, related to the ‘reward-prediction’ area for expecting a reward in the near future. These results suggest that facial makeup might change the brain’s default state and also might affect recognition of the self, which facilitates social communications. Thus, brain science not only uncovers new values for using cosmetics but also creates an innovative new cosmetic field.

Key words: brain science, social, reward, facial makeup.