

〈教育シリーズ〉

皮膚をみる人たちのための化粧品知識

人はなぜ化粧をするのか

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Why Do People Wear Make-up?

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Abstract

Why people wear make-up is a fundamental and wide-ranging question. Make-up and skin care have evolved over the course of time through the influence of society and culture. Having undergone many changes, the term “make-up” has become a word that encompasses numerous meanings and concepts. In an attempt to answer the question why people wear make-up, this paper first analyzes what constitutes make-up from the viewpoint of make-up activities and the meaning of make-up, then it traces the changes in what comprises make-up in Japanese cosmetic culture. Lastly it examines modern make-up from three perspectives: the allure of women’s appearance, the effects of make-up, and the interpretation of beauty culture.

Key words: classification of make-up activities, classification of purposes for make-up, history of Japanese make-up culture, allure of women’s appearance, effects of make-up.