

〈シンポジウム I〉

『香粧品における生活・文化価値を考える』

肌の文化  
—スキンケアの文化的観点—

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Culture of Skin  
—Cultural Aspect Skincare—

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**Abstract**

With the influx of Chinese continental culture during the Asuka (593-710) and Nara periods (710-794) as its starting point, Japan developed its own distinctive cultural identity. This Japanese culture blossomed to include formalized beauty, which was at the height of its development by the middle of the Edo period (1600-1868). Skincare, the purpose of which is to 'beautify a woman's skin,' showed remarkable progress towards women beautifying themselves as 'objects to be looked at,' an aim which was encouraged by the flourishing of Edo culture. This progress was due to a shift in preference from the beauty of white skin as a symbol of formalized white-powder makeup to the more practical beauty of natural skin. Furthermore, the transformation from the ideal of traditional beauty to Western beauty that occurred from the Meiji Restoration (1868) onwards liberated fashion and makeup from the restrictions of social position. It also instigated a change of aesthetic values from formalized beauty to natural beauty. Along with the influx of Western cosmetology, the preference for white-powdered skin was gradually replaced by the modern fashion for natural skin and how to improve it.

**Key words:** formalized beauty, white skin as a symbol, natural beauty, natural skin.