

A Study of the Effect of Facial Structural Features and Cosmetic Make-Up Behaviour on the Interpersonal Attractiveness

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The purpose of this study is to clarify the effect of the make-up behaviour and the facialmetric features on the perception of interpersonal attractiveness. Face is prominent agent among many features of physical appearance. Face has more important role than other physical features on the attraction formation. In this case, facial attractiveness is evaluated by the made up subjects themselves (intrapersonal attractiveness) and by other persons (interpersonal attractiveness). Face is perceived as clue of personalty perception, too. But, we have to consider carefully that there are true correlations between facialmetric features and their personalities themselves.

In study I, we clarified that subjects' self-consciousness and their evaluation of own's attractiveness depended on the three conditions of make-up (natural, heavy, and no make-up). In study II, there were considered that Ss' attractive ratings to their made up face conditons and their cosmetic sensitivisties (attitudes for usuage of cosmetics and interests in cosmetics). In study III, there were analyzed the correlations between some facial metric measures and their personal attributes (personality traits and social skill). Then, personality traits were not so correlated with their facialmetric features as people said. But, Ss were aware of their own some facial features such as oval face, small mouth, big eyes and long nose.