

Makeup for Teenage Girls: Examination of Makeup Culture in Modern and Present Times

Chitoko Koide

Postgraduate School of Ritsumeikan University

This study discusses the makeup culture of teenage girls in modern and present time, and that we make a clear the history of the teenage girls makeup culture and grasping the present condition.

Firstly, the study analyzes the articles about advertisements for makeup in *Shojo no tomo*, which was popular magazine among the teenage girls during WW II. Secondly, this study examines the advertisements of Utena in *Weekly Margaret* and how the concept of the beginnings of selling kids cosmetics influenced teenage girls.

The study finds that teenage girls were said to making "new girls administering to nation" in 1940s magazines. However, the advertisements weren't written to "new girls". It finds that makeup culture during WW II had a few difference points between *Shojo no tomo* and some cosmetic companies. In addition, it changed makeup culture of teenage girls that cosmetic companies sold kids cosmetics. Advertisements for kids cosmetics described real life images of teenage girls. It means that changed the vision from a longing for adult to a longing for the same generation.

Thus, this examines the history of makeup for teenage girls during WW II and the beginnings of selling kids cosmetics.