

The concept of makeup and the naturalism in the postpartum service and medical cosmetology for Taiwanese women.

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In Taiwan, as women over the age of seventy traditionally do not wear makeup, they respect the natural complexion without any cosmetics. Women who are in their late thirties or in their forties do not pay much attention to cosmetics or they even lack the confidence in making up. It may be because they have no excellent home education on makeup. Another reason may be that they lose interest in makeup because of the hot and humid climate which may damage the makeup. Consequently, they turn to emphasize skin maintenance in order to be in good complexions. For example, postpartum women may take in sufficient nutrition and have plentiful rest to maintain their physique with rosy complexions. By contrast, women below twenty are sufficiently informed with various sources of makeup information and generally tend to put on make-up with better skills.

In this article, I conclude that women over thirty-five years old believe in natural beauty without any makeup, and their attitudes towards makeup differ from those of women below twenty.