

# **Study of the spread and development of cosmetology in modern Japan through an analysis of cosmetician Fuyo Fujinami**

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Fuyo Fujinami (1872-1952) was a male cosmetician who was an active newspaper and magazine writer and contributed to filmmaking from the late Meiji (1868-1912) to early Showa (1926-1989) eras, which corresponded to the period of great growth in the Japanese cosmetics industry.

Fujinami was not a doctor, pharmacist or beautician, and moreover he was a man. Despite this, he came to be called the “authority on beauty.” What was it in Fujinami’s values, aesthetic sense, knowledge of chemistry, and make-up techniques with regard to cosmetics that attracted so many women of the time? Clarification of these issues will lead to verification of the process of formation and development of modern Japanese cosmetology.

In this study, his books and magazines and newspaper articles on Fujinami’s background from birth until his achievements in the final years of the Meiji era, when he started his activities as a cosmetician, were collected and his descendants were interviewed. From examination of these materials, it was confirmed that the foundation for his later activities as a cosmetician was formed by the various social issues he encountered during the time he studied under a female Christian missionary in his youth in Sendai and his period as a journalist for the *Miyako Shimbun* newspaper after coming to Tokyo, as well as the network of personal connections he formed among politicians, businessmen, and scholars.