

Analysis of the Topic of Makeup in Modern Children's Culture and Awareness of the Parents and Nursery Teachers

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In this study, 2 researches are done. Firstly, the analysis for makeup toy in young children's magazine and clarified where makeup is position in the Japanese children's culture. Secondly, we conducted a survey to parents with young children and nursery teachers and asked about their awareness on makeup for children.

As a result, there are a lot of makeup in magazine and toys. It goes beyond pretend play and they can color eyeshadows, cheeks, and lipsticks in coloring sheet and there are some that they can put makeup directly on their skin. Also, more than 70% of the children in the magazine was wearing makeup.

The result of the survey to the parents and nursery teachers showed that most of the children put makeup on special occasions such as performance and Shichigosan ceremony and many parents and nursery teachers had negative feeling toward makeup such as "makeup is not good for children's body and skin".

It is not good to deny that children are interested in dressing up but it is not desirable that children's cosmetics is in trend and accept children to put on makeup from early age as culture.