

Asymmetry in makeup face

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The purpose of this study is to examine the impression of asymmetrical makeup faces compared to faces without makeup and normal makeup faces.

200 female students aged from 19 to 20 years at women's university in Kobe participated in this experiment. 8 face-photographs (2 person (A,B) × 4 conditions (non-makeup, normal makeup, two kinds of asymmetric makeup)) were presented, and subjects rated for each one of them 21scales. The results indicated that asymmetrical makeup was looked rather eccentric ("preference to novelty", "different from others") while the face without makeup was looked more friendly and the normal makeup face was looked more attractive. The results also showed that one of the asymmetrical makeup face was looked more attractive, while another more eccentric.

It is found from these results that the effect of asymmetric makeup depends both on the person's face itself and the type of asymmetric makeup.