

Review on Makeup Psychological Function: From The Perspective of Occupational Status

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Abstract. The result of research from Korichi, Pelle-de-Queral, Gazano, and Aubert (2008) clearly showed that makeup could support two opposite "up" functions, i.e., "camouflage" versus "seduction". This review based on three studies, the objective of the studies are to find the kind of makeup psychological function of sales promotion girl (SPG), prostitute, and model. All of the participants were emerging adulthood women. Participants of the studies consisted of 45 women which had been rated beautiful by her pimps, 100 SPG, and 46 models.

Results from the prostitute participants showed that 24% participants classified 'camouflage', 70.7% participants classified "seduction", and 5.3% participants classified 'camouflage-seduction' combination. Results from the SPG participants showed almost the same with the prostitute participants, 12% participants classified "camouflage", 68% participants classified "seduction", and 20% participants classified 'camouflage-seduction' combination. There are huge difference between results from prostitute and SPG participants, with model participants, which are the 91,3% participants classified "camouflage", 8,7% participants classified "seduction". Theoretical and practical implications of these findings are discussed.

Keywords: Makeup Psychological Function, Prostitute, Sales Promotion Girl, Model

Introduction

It is common for women to use facial cosmetics, or more widely known with the term make-up, in the current era. The world of make-up has been developing rapidly, as has the companies producing it. In 2015, the global sales of make-up reached the number of USD 23.8 billion, increasing by 50% each year (Datamonitor, cited in Dooley, 2017). Make-up is a part of