

## **Value change in self and social behavior by makeup -Behavioral study**

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Cosmetic studies have drawn many attentions not only in beauty business but in social psychology field. We used several questionnaires to measure the change in both explicit and implicit value of self by makeup. Forty-three healthy female university students who wear makeup usually participated in the study. They filled out the questionnaires twice on the different day, once after spending almost the whole day with makeup and once without it. They were also asked to rate the confidence on their answer of binary choice task with facial and house pictures or random dot motion coherence. We then compared the score of questionnaires and metacognitive confidence in two conditions within subject, and found that both explicit (one's mood, quality of life, mental health) and implicit (confidence on one's behavior) value increased significantly by makeup.