

The concept of the attractiveness of the skin

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The visually perceived *shitsukan* of the skin, such as translucency and glossiness, is important information in the human communication. The makeup is one of the methods that realize the ideal *shitsukan*. The way of makeup is different according to ages. The hypotheses in this study were as follows; the age-related difference of the ideal *shitsukan* of the skin would underlie the difference of makeup, and the attractive skin that is wanted to get has different *shitsukan* from the generally attractive skin. To investigate these hypotheses, 3 experiments were executed. To execute these, the words that express the condition and *shitsukan* of the skin were collected from the web sites of the cosmetic companies and the web site that the users freely write about their impression of the cosmetics. The frequently appeared words from both sources were almost the same. This suggested that the gap between producer and customer was small. The evaluation of the subjective importance of the *shitsukan* for the "ideal" attractive skin and "real" attractive skin showed that the age- and gender-related difference was not evident. The results of the paired comparison suggested that the visual *shitsukan* is more important than the tactile *shitsukan*, and that the males regard whiteness as less important relative to the females. The results of the skin image evaluation experiment showed that the important *shitsukan* was highly correlated the attractiveness of the skin, that the attractive skin showed some color deviation, and that the order of the attractiveness of the skin images used as the stimuli almost the same for all ages and genders.