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What is the Impact of the Cosmetic Industry in the West on Caucasian Female Consumer Wellbeing?

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This study explores the impact that cosmetics have on female well-being regarding psychological, physical, social, career and education aspects. In the western world, cosmetic products are not only accepted, but are also often encouraged to be used for Caucasian females to look most attractive, thus be perceived more positively by society. "What is beautiful is good" (Dion, Berscheid, Walster, 1972), but it can also be harmful. Through various media channels, the perceptions of beauty are shaped and stereotyped. Through such channels females learn about appearance norms. As they learn from them, females feel pressured to use cosmetics in order to manipulate and enhance their face features to match the expectations.

Through this study it was found that females are heavily dependent on the usage of cosmetics in order to feel confident and comfortable in social situations. Female participants of the questionnaire were less pleased about their natural appearance compared to when using cosmetics, majority of them use cosmetics always then they are in public. With the use of cosmetics females can appear more social, secure, confident or popular. Females wearing cosmetics are perceived as more feminine, thus in applying for jobs regarded as masculine makeup can be disadvantageous. Cosmetics can also affect perception of female's social class and health. Overall, usage of cosmetics can decrease female confidence, as well as distort perception of natural beauty and stereotype the characteristics to certain appearances, however it is not clear how much of that damage is caused directly by cosmetic industry.

Keywords	Cosmetics, beauty industry, Caucasian females, western society, western world, psychological effects, physical effects, social issues, career, education, beauty media.

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1   Introduction

From an early age women are exposed to vast amount of gender prejudiced media varying from television, movies, magazines, advertisements, social media, news outlets and etc. as well as they are constantly judged on their personality based on their looks. The way we look is how we express who we are, however due to pressure created by the media for women to always look their best as "what is beautiful is good" (Dion, Berscheid, Walster, 1972) it affects our perceptions on personality and turns us towards preliminary prejudice towards each other, which could result in many limitations for females in their social life, career, education, physical and mental health.

People are attracted to beauty, therefore humans have always had beauty standards towards what they find physically attractive for both females and males, which differ in various cultures and changed through times. Cash & Cash (1982) defined physical attractiveness as "the person's aesthetic appeal as a visual social stimulus", explaining that physical appearance affects not only visual perception, but personality as well. Perception of attractiveness and other facial and body features affects how humans choose their significant others and friends, it can influence eligibility for a position in work related situations as well as it can affect many other favorability factors. Due to this, females feel a lot of pressure towards looking attractive in order to have more benefits in their education, career and social life.

This study reported is an investigation on the decorative cosmetic industry's effect towards Caucasian female psychological, physical well-being as well as social, education and work aspects related to the perception of female through decorative cosmetics usage. The study used other researches to help better understand the issue and combines the findings of those researches with the primary research done for this study. Previous research has found that there is a direct influence on the use of cosmetics towards the perception of attractiveness and perception of females. Especially a lot of studies have found that makeup has a strong effect towards one's perception of females social attributes based on her looks, which then could influence other factors.

Frevert, Walker (2014) research the correlation between physical attractiveness and its impact towards quality of life from various aspects, where they find that attractive people are judges more positively on majority of their life aspects - they are perceived to be healthier, less likely to commit crime, more likely to win in elections, have better in relationships, be more powerful, look more intelligent and even have some benefits in employment. As the way people look affects the perception on their personality, it is

important to understand the influence that cosmetic and hair care products have on life choices, as well as due to positive perception on use of beauty products towards likability understanding what dangers they might pose to well-being of females.

2 Understanding the evolution of beauty industry, current situation and its effects

Ever since the level of life started to improve in the western societies and people had more disposable income available to them beauty industry started emerging from more hygiene products such as soaps, dental care and perfume slowly towards cosmetics and hair products. Beauty industry helped people in shaping themselves to how females perceived themselves as well as adding "beauty premium", physical attractiveness from beauty products, which can positively change others perception of an individual and increase the ability to attract sexual partners, career opportunities and increase earnings (Jones, 2008). First original commercial face creams and moisturizers appeared in pharmacies, creating an image of health benefits of these creams, later in 1920s first major women's fashion magazines - *Vogue, Queen* and *Harper's Bazaar* were created, which popularized fashion and beauty standards, helped in making cosmetics not only more acceptable in the society, but presented as a luxurious necessity to increase one's appeal. Soon after as cosmetics industry was growing makeup was heavily incorporated in Hollywood, which glamorized cosmetics and started standardizing beauty ideals in the western world. Beauty industry started using Hollywood starlets in advertisements to promote not only their products, but also certain lifestyles and beauty standards and their benefits, which come with purchasing these products (Jones, 2008). Slowly beauty industry began to be accepted in the society and women wearing cosmetics and hair products were started to be perceived as more attractive rather than females not wearing beauty products. As we can see from later researches females were started not only to get better perceived on their attractiveness but to use of beauty products (Cash, Dawson, Davis, Bowen, Galumbeck, 1989) but also their started being more favorably perceived in personality rating, they were perceived to be more sociable, organized, confident, secure (Graham, Jouhar, 1981). In more recent research similar results were found, where women wearing cosmetics were found to be more attractive by both sexes (Mulbern, Fieldman, Hussey, Leveque, Pineau, 2003) as well as perception of social class, profession and health perception was directly linked with their use of cosmetics among females (Nash, Fieldman, Hussey, Leveque, Pineau, 2006) which shows that the importance of beauty product usage in order to manipulate various aspects of life has

been remaining and in some aspects becoming more complicated as during last few decades women have been entering higher variety of professions.

3　Main Issues

Incorporating beauty products into everyday lives of the western society to such heavy point has created a lot of deeply rooted issues for females in **social, psychological and physical aspects**. Beauty industry has created a lot of **psychological damage** for females, who are made to feel below average attractiveness or have complexes about some of their body parts or facial features. This sort of damage can cause **anxiety** and **high public self-consciousness** (Cash, Cash, 1982), leading to lower quality of life due to lack of self-confidence and increased self-awareness in relation to own appearances. Through movies, TV, magazines and advertisements females are drawn to various lifestyles, which beauty industries represents through various goods, creating an opportunity for females to achieve the advertised lifestyles, which can fix their current social and attractiveness issues through purchasing and using such products. Women having their self -image and ideal self-image are drawn to products and brands representing same values and therefore encourages female consumers to purchase these products to allow them identify with this image (Bjerke, Polegato, 2006).

One of the most prevalent issues, which relate to both psychological and physical issues created by the beauty industry are the social problems, as use of cosmetics in some situations can affect various aspects of a subject's life such as education, employment, relationships as well as other aspects of life for some (Frevert, Walker, 2014). Primary impressions are based on appearance and later together with the character, personality and skills they are shaped, however the primary impression has an important role in social situations. As individuals expected to present themselves accordingly to the image they wish to create, they are pressured to follow standards created for certain images. Those images have been forming since the beginning of humanity, however during the past hundred years have been heavily influenced by the media, especially TV, movie and social media. These channels partook in shaping the culture, values and norms of western societies, creating more universal standards for how to behave and appear, together with urbanization and increase of disposable income, allowing individuals to easier pursue these images.

As consumers are pressured into certain attire norms which visualize certain behaviors, those who do not wish to partake in these norms might suffer from psychological or physical damage from the pressure created on importance of appearance. This can be

clearly seen in women and cosmetics as so many researches have confirmed that women not only feel more comfortable wearing makeup , but are also perceived more attractive, more successful, better at relationships and other aspects of their life (Dion, Berscheid, Walster, 1972, Graham, Jouhar, 1981, Bjerke, Polegato, 2006, Mulbern, Fieldman, Hussey, Leveque, Pineau, 2003, Nash, Fieldman, Hussey, Leveque, Pineau, 2006, Miller, 1970, Cash, Dawson, Davis, Bowen, Galumbeck, 1989) as well as without cosmetics women often might feel uncomfortable in social situations, have high public self-consciousness, anxiety problems (Miller, Cox, 1982, Cash, Cash, 1982).

4 Hypothesis

Cosmetic industry, specifically in this analysis - decorative face products, have a heavy impact on female psychological and physical well-being, as well as an effect on their education and career. There have been several researches concluded that prove both positive and negative effects of cosmetics on female users in many aspects, however as the topics of beauty are quite subjective, it is almost impossible to analyze the data properly and find the ultimate problems or especially solutions. In this research the answer to the question of direct impact of cosmetic industry to women was answered, with external influence factors taken into consideration (such as beauty magazines, advertisements, video blogging), however the main purpose is to isolate the cosmetics as much as possible and analyze their direct impact to women. Though various media channels have heavily influenced perception of beauty standards around the globe, beauty industry is most responsible for the maintenance and increase of such standards, which can lead women to several problems to their well-being.

Overall there are several components of the hypothesis for the research question, which have been derived from personal opinion combined with results from previously done researches on the similar topics:

Component 1. Cosmetic industry is causing psychological and physical damage to females' well-being. Females feel pressure from outside to use cosmetics, which starts at an early age, through peer pressure, advertisements, media to pursue the ideal beauty standards. It can lead to many psychological issues such as self-esteem problems, high public self-consciousness, anxiety. It can also lead to some physical issues (directly related to psychological issues) such as distorted perception of self and healthy life choices or skin issues related to cosmetics usage.

Component 2. Cosmetic industry is heavily responsible in shifting the perceptions of female beauty, associating it with certain characteristics, features and backgrounds such as education, employment and relationships.

Component 3. Cosmetics have directly influenced certain beauty standards and people's characteristics attributed to them. The following might limit education and career choices for women, thinking they do not fit the standard due to their appearances, or others perceiving them not to be fit due to their appearances.

5   Literature Review

The literature review is divided into two parts, first understanding how beauty is created and how it shapes female consumers through media. Second part of this literature review is about physical and psychological damage, damage to female well-being in relation to education, career and social life in correlation to cosmetics.

It is important to first explain the formation and influence of beauty standards in this society to understand the importance they play in everyday life.

5.1   Media's effect on shaping beauty standards

Media has been an important part of consumers lives since the beginning of it. Through media consumers are informed and entertained, while also their perceptions and understanding of the world and its norms are being influenced and shaped. This has been especially a big issue regarding beauty industry, in this case cosmetics, as media through various channels can manipulate beauty ideals and shape them, affecting the perceptions of the consumers. Females are most affected by such stereotyping, as through media various female personas are created and combined with a certain look, creating associations to these looks and character traits. Through various media channels beauty products are also constantly promoted to females, teaching them how to use it and explaining why they need to use such products.

5.1.1   Beauty influences through beauty and fashion magazines

Through the past decades usage of cosmetics among females has become not only an acceptable norm in the western society, but rather as more of an encouragement for females in order to become more successful in various aspects of life. "Each individual makes choices by use of an evaluative standard derived from the purposes and goals they have set for their lives." (Vacker, Key 1993) therefore if females are made to believe that they can achieve their goals or receive any advantages which comply with their goals and desires by usage of decorative cosmetics there is a high chance they could feel

pressured to wear cosmetics in order to feel more successful. Advertisers have of beauty products have known this, as not only have people always been impacted by beauty, but also they are influenced by images and ideas of the version they themselves wish to become as well as find attractive in themselves and others (Bjerke, Polegato, 2006, Vacker, Key, 1993). Beauty magazines have been known for decades to have been selling images of beauty to Caucasian women, affecting and shifting their understanding of beauty as well as attributing them to certain stereotypes.

People tend to be most influenced to the beauty standards most prevalent in their own culture, in which the beauty standards could be influenced by factors such as local most prevalent features, celebrities or trends, as well as they can be influenced by a certain type to which some features might be attributed, such as light hair with other Nordic features is perceived to be classic beauty, femininity is associated with soft images, soft makeup (Engis, Solomon, Ashmore 1994) - all the characteristics which can attract certain groups of females into pursuing the standard of certain characteristics and ideals through commodities (Vacker, Key 1993). As attractive people are perceived to be better due to their appearances (Dion, Berscheid, Walster 1972), they are more represented in the media, especially in advertisements. Beauty magazines have been known to be one of the main sources of beauty advertisement, as major part of most popular beauty magazines is advertising the beauty products, and a major non advertisement part is based on showing beauty standards, trends, tutorials and beauty advice, all of which influences female perception of beauty. One of the best known beauty magazines in the western societies are Cosmopolitan, Glamour, Vogue, Elle and among the younger female readers - Seventeen.

Though society has been evolving and beauty standards have been somewhat changing, the influence of beauty magazines on female perception of beauty has been remaining. Beauty magazines through their articles, which show beauty icons, present new fashion and beauty innovations and trends affect consumers into shaping what they perceive as attractive, as well as creating associations with certain beauty types and their characteristics. Consumers associate with the images of personas portrayed in the magazines and idealize their self-image into an unrealistic prototype, which they value in accordance to these idealized images of their icons (Engis, Solomon, Ashmore 1994). There is no one universal beauty standard in general, however, there are certain facial characteristics, hairstyles and clothing types associated with character, which beauty magazines as well as advertisers understand. Most major beauty and fashion magazines therefore are divided into certain sectors, representing the beauty and fashion ideas existing within the certain standards. Magazine such as Cosmopolitan, a magazine

perceives as classic, is more concentrated on beauty, relationships, sex, while Vogue, magazine perceived as exotic, is more devoted to fashion and entertainment, Glamour, magazine perceived as trendy, is about fashion, entertainment and personal self, and Elle is perceived as beauty, entertainment and beauty magazine (Engis, Solomon, Ashmore 1994, Yan, Bissell 2014). As women idealize with certain lifestyles and associate them with certain looks, they often learn about achieving these standards through various media channels out of whom one is magazines. These magazines therefore have a vast power to shape the female consumer understanding of beauty standards and link them to personas.

Fashion and beauty editors, in this case, magazine editors, could be from a certain point of view viewed as cultural gatekeepers, who indicate beauty ideals to the consumers (Solomon, Ashmore, Longo 1992), thus their decisions are of high importance to the impact of female consumers, influencing their self-perception and self-worth. Magazine editors choose certain models and create particular personas based on the outcome they wish to achieve and therefore *"represent what they feel is ideal beauty"* (Yan, Bissell 2014). Magazines such as Vogue create the untouchable beauty, in a way almost unnatural beauty, such which by Plato's theory of beauty could be explained as divine, external, not belonging to the world of imperfection. Such beauty creates desire, with the superficial aspect of it (Vacker, Key 1993), which is known with magazines such as Vogue, where models are presented standing in unnatural poses, wearing heavy makeup, often dressed in eccentric clothing. It is exotic, trendy and moves female consumers to pursue these ideals.

It is important to mention that majority of models in the major beauty and fashion magazines are mostly western Caucasian models (Yan, Bissell 2014), using other types of models, in beauty and fashion industry known as -exotic only when the emphasis of the product brand is on non-Caucasian features, non-western fashion. This is of high relevance because even though in this study the concentration is on western Caucasians, one must understand that the importance of it comes due to it currently being the most prevalent when shaping beauty and fashion ideals. Moreover, in this study the concentration is on decorative cosmetic industry's effects, yet as it is difficult to completely separate them from other aspects of beauty and analyse them as completely independent variables in some sectors, such as magazines, television, film and music videos, where several elements are combined in creating an image, they are partially analysed in order to explain the part every element takes in shaping beauty standards.

5.1.2 Shaping beauty standards through advertisements of cosmetics

Advertisement plays an important role in our society, with carefully creating images to not only correlate with the brand image, but also to sell an image, an idea to the consumer. Such especially is important when it comes to beauty products. People are in general drawn to people and things that they like (Bjerke, Polegato 2006), as well as they want to imitate the lifestyles that they wish to be part of. Cosmetics as part of beauty industry sell images to consumers, in helping them to achieve the appearance that goes within the certain lifestyle.

As individuals make their choices based on the purposes and goals they set for their life (Vacker, Key 1993), advertisers use these ideas coming from film, television, music, magazines, news and other media outlets in shaping of their own brands, taking a stand in certain beauty stereotype and representing the ideas that go with it. Models in advertisements not only represent the product through their appearance, but through their posture, facial features and expressions they embody an emotion and a lifestyle. Adding a familiar element can help people to associate with with advertisement and imagine themselves in model's place and creating an emotional aspect allows consumer to relate, believing that with the purchase of a certain good they could come closer not just to an appearance, but also to a desired lifestyle (Vacker, Key 1993).

Advertisers create images of ideals that consumers want and desire, related to the personal brand image, ideas which are shaped by various media outlets around the world. Human self-concept is multidimensional and has four states:

- Real self (objective self) - the way the person actually is
- Self-image (subjective self) - the way person sees herself or himself
- Ideal self (self-actualization) - the way person would like to be
- Looking-glass self (social self) - the way person thinks others perceive her or him (Bjerke, Polegato 2006).

In advertisement the real self-image is of least importance, because it is of least importance to the consumer. Consumer make their purchasing decisions based on how they perceive themselves, what they would like to be and on how other perceive the individual (Bjerke, Polegato 2006). Therefore, advertisers can use self-concepts in attracting female consumers towards certain beauty products. Strong advertisements help females imagine themselves in the place of the model and place themselves in the model's place, to either connect with their self-image or ideal-self. Looking-glass self-importance depends on Public Self-Consciousness and Social Anxiety, as to how comfortable an individual is with her appearance in social situations. The more an

individual is concerned with Public Self-Consciousness the more likely she is to concern with her appearance regarding impressions to others (Cash, Cash 1982).

As mentioned in the previous section about magazines shaping beauty standards, there are certain associations with appearance and the characteristics that the appearance represents. The characteristics can be divided into many categories and subcategories to such natural makeup look, *smokey* eye look, glam look, the famous red lip look, classic winged liner look, contoured look - all the makeup looks alone and combined with other looks will create different outcomes and attract different audiences, who identify with these looks. These makeup looks combined with hairstyles, clothing, specific posing, lighting and other elements create not just a specific model type, with which consumer can identify, but also create an idea and emotion with which consumer can associate herself on a deeper level.

Mainly there are two types of identifying oneself with other subjects - the ones with whom one actually associates or believes to associate, therefore following such images as guidelines, and those whom person wished to identify, creating desire and need to seek for that image. Advertisers use such images in both ways creating either similar images to that culture, attracting people who already believe to associate with these standards (example could be a Finnish cosmetics manufacturer Lumene, which associates itself with Nordic women with light skin, blond hair, light eye colors) or portraying models whose appearances are not a standard in the region, however are often perceived as exotic, sensual, sexual features, creating a desire to have these features, due to attraction for the model (Bjerke, Polegato 2006).

Same as in magazines in general, in western advertisement the predominant type is western Caucasian, shaping the beliefs and values related to ideal beauty, taking all western Caucasian females as one same culture, with same beauty standards (Yan, Bissell, 2014). This is also affected a lot due to globalization, which pushes companies to standardize their production and brand, creating a certain image. As the western females have been the biggest consumers of cosmetic products and cosmetic industry originally has developed in western countries, their main focus has been and still is on western Caucasian consumers (Jones, 2008).

5.1.3   New wave of beauty gatekeepers - Beauty bloggers

The internet has provided consumers with new tools to easier learn and purchase new goods, as well as it has opened up a new market for beauty gatekeepers. As millennials and post-millennials grew up in digital world, they are more prone to gathering information through internet rather than magazines, paper newspapers and other

traditional media outlets. Internet has created opportunities for females to easier learn about new trends as well as learn how to use them. Beauty video bloggers on YouTube such as Patrick Starrr, Tati (Glam Life Guru), Nikkie (Nikkie Tutorials), Manny Mua, Laura Lee and many more inform the consumers about newest products and teach them makeup applying techniques. Moreover, there are many beauty websites constantly evaluating beauty products and also teaching consumers how to use them, which all not only give consumers an opportunity to learn about beauty products, but also influence their purchasing decision and shape their understanding of beauty.

The popularity of video bloggers rise due to the fact that their videos are easy and free to find (most popular channel is a video platform owned by Google - YouTube), as well beauty bloggers do not officially advertise any products, they talk as if they are a viewer's friend, giving friendly advice instead of influencing their purchasing decision. Through storytelling beauty video bloggers create trust and feel of friendship with the viewer straight from their bedroom, allowing them to easier influence with the viewer by creating a bond, as well create an image of association with the video blogger or desire to pursue the beauty standard created by them (Wiseman, 2014). Big part of beauty video blogger viewers are adolescent girls (Wiseman, 2014), who are much easier to persuade, as their views and perceptions are still heavily shaping.

There are many other outlets for beauty bloggers to shape beauty standards especially strong is social media apps and websites such as Instagram and Facebook, where many beauty bloggers share their advices, create new trends and advice of products. Most helpful resource for females in purchasing new cosmetic products is a familiar blogger (Collins, 2009), who advises viewers on in her/his opinion best products available, thus making beauty bloggers the new gatekeepers of beauty standards and ideals.

There are several reasons why are females attracted to beauty bloggers and why beauty bloggers have so much influence over their viewers and readers. As mentioned previously beauty bloggers create a connection with the viewer or reader such as if talking to a friend or a sister (Wiseman, 2014) and therefore they are not seen as advertising a product, to which a viewer might be skeptical, they are seen as giving a friendly valuable advice and sharing their own stories, mistakes, experiences. Another reason is the effect of word of mouth - probably the most effective marketing tool, yet hardest to achieve by organizations themselves. It is hard to motivate customer enough to become an advocate for the organization, recommending certain products to their friends and family (Kumar, Petersen, Leone, 2007), while beauty bloggers stand as a middleman in between organizations and consumers, not directly advertising any beauty

products, but by being perceived as beauty experts, they are simply advising viewers and readers on what products would be best for them.

5.2 Effect of cosmetics to Caucasian female's well-being

Females are exposed to beauty standards and prejudices from an early age through various channels, shaping their understanding of beauty, defining their own perception of their self-image, ideal-image and looking-glass self, developing into certain personalities connected with certain appearances, that society and media has associated. Such image formation can be a cause to several issues for females regarding their psychological and physical well-being, affecting their social life, education and career. Usage of decorative cosmetics are vastly accepted in western society and intensively used by Caucasian females. The main issue is that as certain makeup looks are associated with certain personality traits, females can feel pressured to comply with the certain appearance regarding various situations or they risk of being negatively or wrongly perceived in accordance to that situation. Also in some circumstances females, due to heavy acceptance of makeup might feel pressured to use it, especially in social situations, causing social anxiety and lowering one's self-esteem.

In general makeup can affect perceptions regarding women's appearance, character, social status, health, education choices and career opportunities. In some cases use of makeup correlates positively, possibly creating opportunities and creating positive personal perception by others, especially in health, politics, crime, relationships, business (Frevert, Walker, 2014, Jones, Kramer, 2016, Heilman, Saruwatari, 1979, Narang, 2013, Nash, Fieldman, Hussey, Leveque, Pineau, 2006, Dion, Berscheid, Walster, 1972). However, sometimes use of makeup, or too heavy use of makeup can correlate negatively, it has especially been found to have such effect in perceiving one's personality, as women wearing makeup are perceived more shallow and self-conscious, employment and likeability (Frevert, Walker, 2014, Cash, Gillen, Burns, 1977, Heilman, Saruwatari, 1979, Hill, Lando, 1976, Nash, Fieldman, Hussey, Leveque, Pineau, 2006). The culture of makeup acceptable and years of gender stereotyping media has made it so, that either if a woman chooses to wear or not to wear makeup, there will still be negative consequences.

Such prejudice towards appearance creates a lot of stigma and is creating issues towards women's psychological and physical well-being by pressuring females to rely on the appearance rather than character, to believe that appearance symbolizes character as well as to think that appearance develops from the characteristics of a person. The acceptance of such beliefs is logical, when it is clear that females are constantly judged

on their appearances by males and other females. There are many aspects on which they are judged depending on the situation, yet probably the most interesting factors are related to employment. While in many situations moderate makeup serves to the female's benefit, in recruitment it seems that makeup might have more negative attributes - females wearing makeup are perceived to be more feminine, therefore are perceived to be less suitable for managerial or non-gender type jobs (Heilman, Saruwatari, 1979, Nash, Fieldman, Hussey, Leveque, Pineau, 2006, Hill, Lando, 1976, Frevert, Walker, 2014, Cash, Gillen, Burns, 1977) as well as there is a higher chance that females wearing moderate to higher amount of makeup will receive smaller amount of salary compared to females in same position who wear no or very little makeup, as women who wore heavier amount of makeup due to its association to femininity were perceived to be less capable to perform in non-gender positions (Narang, 2013).

There is a number of significant issues arising due to deep rooted stereotyping of females characteristics and capabilities in relation to decorative cosmetics, mostly causing damage to psychological, physical and social well-being as well as influencing their education and employment, among other things. In this part the effects of cosmetics towards various aspects of females life and well-being will be analyzed through researches and analyzes. It must be however taken into account, that natural attractiveness plays huge role in many of such researches, as well as individual perception of beauty, thus the results can change with various groups of participants.

5.2.1 Impact of cosmetics usage to female psychological and physical well-being

As usage of cosmetics is so widely accepted in western societies, females are pressured into usage of cosmetics in order to feel as attractive, more accepted in western societies and successful in their education and career. Such pressure might lead so many psychological and physical issues, which affect female well-being. From an early age female can feel the need to use cosmetics due to influences from society and media, lowing their self-esteem, while they are exposed to female individuals in various spheres with enhances facial features with decorative cosmetics, as well as some even enhanced with photo editing software, creating unrealistic beauty standards. In order to pursue such unrealistic beauty standards young females are exposed via media they often rely on cosmetics, as it is easiest tool to enhance their facial features. However, this fast fix can cause several long term issues, as continuously lowering female's self-esteem, because the female, due to lack of natural beauty exposure in the media and western society, will most likely feel less attractive and capable while not wearing makeup. These phenomenon can be referred as public self-consciousness, private self-consciousness,

public body consciousness (Cash, Cash, 1982, Miller, Cox, 1982) and interpersonal behavior factor (Osborn, 1996). In the long term as female is becoming more concerned with her physical appearance, as well as she is more concerned with other's opinions on her physical appearance her self-consciousness, public self-consciousness and public body-consciousness in increasing, as they think of themselves more as social objects, allowing themselves to feel judges by their surroundings, feeling higher need to fit in, as they are more impacted by impressions of others (Cash, Cash, 1982). Interpersonal behavior factor is affected by experiences and judgment from the environment surrounding an individual (Osborn, 1996), which influences individual's perception of self and others. All these phenomenon and factors are formed through the environment, in which main influencers are the media, friends and family, and other individuals in one's life.

Through mass media driven ideals of beauty females are often made to feel uncomfortable with their natural features, therefore to enhance their self-confidence and they might rely on decorative cosmetics, as they are the easiest and fastest tool to correct facial features to the acceptable and encouraged beauty standards. Women do believe that they look less attractive without makeup, which is the consequence of years of beauty ideal shaping via media, which currently not only affects females, but also male perception of female attractiveness, qualities and capabilities (Huguet, Croizet, Richetin, 2004, Osborn, 1996, Graham, Jouhar, 1981, Nash, Fieldman, Hussey, Leveque, Pineau, 2006). Several researches throughout the past decades have found that females with moderate amount of cosmetics applied are perceived better on several aspects such as - attractiveness, social skills, social life, career, education, health, especially often more positively perceived by males (Cash, Dawson, Davis, Bowen, Galumbeck, 1989, Huguet, Croizet, Richetin, 2004, Lerner, Karabenick, Stuart, 1973, Osborn, 1996, Nash, Fieldman, Hussey, Leveque, Pineau, 2006).

As the belief of certain beauty standards being more prevalent to the others is so deeply rooted in western societies and females are made to believe that they should follow these standards in order to be more socially acceptable, have better social life and career, they do believe that wearing cosmetic products will improve their social interactions (Miller, Cox, 1982), their attractiveness and will create certain advantages to the females who do not use cosmetic products on daily basis. Such beliefs in the long term lower female self-esteem, as they feel less comfortable to be present in public with no makeup, they feel more judged and less capable than other females who are wearing makeup (Cash, Cash, 1977, Cash, Rissi, Chapman, 1985, Miller, Cox, 1982).

Excessive makeup usage also is responsible for social anxiety, which is caused due to high public self-consciousness and public body-consciousness, combined with interpersonal behavior factors. As females feel less capable, less accepted and less attractive in public without usage of decorative cosmetics, they develop social anxiety, where they start to feel uncomfortable in social situations without makeup (Cash, Cash, 1977, Miller, Cox, 1982, Osborn, 1996, Narang, 2013). When females choose not to wear makeup they are often regarded as looking less healthy, less attractive, thus creating complexes related to their appearance through such experiences. As without makeup females are perceived to be less social (Graham, Jouhar, 1981, Nash, Fieldman, Hussey, Leveque, Pineau, 2006, Osborn, 1996), due to such experiences they start to believe that without makeup they are not adequate enough to function in society as properly as when with applied decorative cosmetics. Through all these experiences social anxiety is being formed, as females are not feeling comfortable in social situations, regarding their appearance, due to the belief that their appearance is affecting other's perception of their character and skills. It is interesting, that females who have lower self-esteem are often seen to wear more cosmetics on daily basis, as well as they tend to have more makeup and more revealing clothing in their online pictures (Yan, Bissell, 2014). This effect does seem logical when examining the results from other studies, showing the impact of decorative cosmetics usage on one's psychological well-being.

In this study less attention is placed on the cosmetics effect towards physical well-being of western Caucasian females, yet it is important to in general understand the main issues that beauty industry poses to physical well-being of females, as most of these physical factors directly correlate with psychological well-being. The main effect caused by cosmetic industry which is causing most damage to female's psychological well-being through physical factor is - cosmetic surgery. As talked in the previous part about beauty gatekeepers and the influence of media on beauty perceptions, it is important to understand how much influence such images and opinions have to females and male's perception of females in the long term, when since birth every individual living in western society is exposed to beauty ideals. Due to consumers being exposed to such ideals for most of their lifetimes, their perception of beauty is distorted accordingly to the media's perception of beauty, forcing those who do not fit within the standards, in order to feel fully integrated in their societies, to adapt their appearances accordingly. While decorative cosmetics are the most common way to change and adapt one's appearance, cosmetic surgery is a more permanent way to fit within the beauty ideals. However, cosmetic surgery is more wide, and does not only affect the facial area, yet it is important to acknowledge it in order to understand the full effect of damage caused to females.

Moreover, cosmetics in themselves are not good in long term for the skin, and actually cause damage, such as clogging the pores, accelerating aging, causing redness, harming eyes, which result in females using even more cosmetic products to hide the newly appearing imperfections. Decorative cosmetics industry is aware of such issues, therefore is creating more products available to fix all the problems, which are caused due to cosmetics or simple natural aging.

5.2.2   Effect of cosmetics usage towards quality of social life

Quality of social life is important to most of humans, in order to have fulfilling quality of life. Therefore, any external factors that influence quality of social life are of high importance to people, thus are of much importance to this study. Through various researches cosmetics have shown to have a tremendous effect on social perceptions of females (Cash, Dawson, Davis, Bowen, Galumbeck, 1989, Frevert, Walker, 2014, Hill, Lando, 1976, Osborn, 1996, Miller, Cox, 1982), as by manipulating their appearances females manage to get different perceptions of themselves, therefore somewhat controlling other's perception of their character and behavior. Cosmetics can change other's perception of female's character, as well as add confidence to the female, therefore showing better traits, or increasing other's perception of some of their traits (Graham, Jouhar, 1981, Huguet, Croizet, Richetin, 2004, Miller, Cox, 1982, Osborn, 1996, Richetin, Croizet, Huguet, 2004). In other words it could say that cosmetics are a tool of social self-presentation and self-image management (Cash, Rissi, Chapman, 1985). Females with usage of cosmetics can enhance certain facial features, attract more attention to certain facial features or hide / manipulate shape, color or side of certain facial feature. However, there are many issues that affect and harm social life of females, that arise from excessive cosmetics usage among majority of western caucasian females. Mainly most of these issues revolve around the same aspect - enhancing and manipulating facial features with cosmetics changes perceptions of natural beauty, especially influencing males, who are less exposed to women without wearing applied cosmetics, distorting their perception of beauty, as well as distorting female perception of beauty resulting in lowered self-esteem, causing psychological issues, which interfere with the quality of their social life.

In the classic study by Dion, Berscheid and Walster (1972) it was asked - that maybe beautiful people are perceived good, because they might become good, as due to their appearances they are seen as better people. In this study it was found one of the first more exact data regarding beauty correlation to characteristics and social life quality, which set a ground for many future studies. Attractive people are perceived to be happier,

which might result in why they have more confidence and therefore are more socially acceptable. However, it is a circle in which one is happy because one is beautiful, and one is socially acceptable because one is happy, but one might be perceived beautiful because one wears cosmetics. Moreover, people who are perceived to be beautiful are perceived to have more socially desirable personality as well as are perceived to have better relationships, happier marriages, and are expected to marry earlier (Dion, Berscheid, Walster, 1972). However, Dion, Berscheid and Walster (1972) study did not analyze the effect of cosmetics towards one's perception, in this report attractive people were in general rated and judges to average and unattractive people.

Throughout the years there have been many studies in which the effects of makeup on females has been analyzed in helping to see how society has been evolving and how much impact do cosmetics have on various aspects of females lives. The more interesting aspect is that throughout the more recent research there have been more concentration on also finding out about the more negative aspects of cosmetics to females social life. Many studies have found that makeup can affect some of the social aspects and characteristics of a female to be perceived as negative, due to her unnatural look. It has been found that sometimes female might be perceived as if she is hiding herself with applying decorative cosmetics, however, it creates a paradox in which if female is not wearing cosmetics she is still perceived less feminine, less attractive and desirable, but if she wears too much cosmetics accordingly to other individuals she can be perceived as shallow, less modest, vain, unfaithful, cold (Huguet, Croizet, Richetin, 2004, Osborn, 1996). Without usage of cosmetics female is perceived to be more masculine rather than feminine, of lower social class (Frevert, Walker, 2014, Graham, Jouhar, 1981, Miller, Cox, 1982), therefore such prejudice towards one's character and traits can harm the potential relationship from the beginning, as a female who does not wear cosmetic products can be perceived as not desirable and of lower class, leading to some people having negative first impression and lowering female's self-esteem. In the case of female using cosmetics female could be perceived as shallow and less intelligent compared to females without makeup, as feminine qualities are less associated with intelligence and strength, and therefore might be treated accordingly (Huguet, Croizet, Richetin, 2004).

Though there are some negative effects from lack of makeup or its usage, more studies have found positive correlation with females wearing decorative cosmetics and their quality of social life. In general, females who wear cosmetics are perceived to look more feminine rather than those, who do not use cosmetics, therefore they are often attributed with better social qualities especially by males (Frevert, Walker, 2014), mainly as

femininity is more associated with attractiveness for males. People who are more attractive are in general perceived to have better personalities, which is not only due to media exposing good people as beautiful, but overall in people's want for beauty, which is associated with rewarding personalities (Graham, Jouhar, 1981). In Graham and Jouhar's (1981) study it was found that females who were wearing facial decorative cosmetics were perceived as tidier, feminine, clean, pleasant, physically attractive, secure, interesting, confident, organized, popular and more mature looking. In general, there is a big chance that such characteristics are attributed to females who wear cosmetics because they are perceived as more attractive and people tend to attribute better qualities to individuals who they perceive as attractive. This is why supermodels are perceived more positively without makeup than a female of average attractiveness without any makeup (Jones, Kramer, 2016).

Many studies have found that females who are perceived to be more attractive are often seen as having better social interactions, therefore having better relationships, are happier with their partners and meet people easier (Dion, Berscheid, Walster, 1972, Frevert, Walker, 2014). This probably is one of the biggest influences of the usage of cosmetics among females, mainly because - friendship, family and sexual intimacy are one of the more important needs of humans, as per stated in Maslow's Hierarchy of Needs, needs which are more important that self-esteem or self-actualization, explaining why females are willing to manipulate their appearances in order to gain advantages in social life.

However, there are other factors that influence social interactions in relation to cosmetics and attractiveness among females themselves. One factor that is sometimes discussed, but not too widely researched due to its complexity is jealousy. Females who are not pleased with their appearances can be jealous of females who have certain facial traits and appearance these females wish to possess (Dion, Berscheid, Walster, 1972). However interestingly this phenomenon does not come too much into play when females are presented with an image of a beautiful woman whom they do not know. This might be due to perceiving attractive women as their competition, due to unconsciously perceiving them more competent, successful and social in comparison, however when women are presented with an image of a female they have never had to interact with or never knew anything about her, they do not feel competition with that female.

5.2.3 Impact of cosmetics usage towards employment, education and social status

People tend to use tools available around them in order to achieve various advantages and decorative cosmetics are one of the tools available, that especially Caucasian

women in western societies use widely in various situation. One of the factors that sometimes females use cosmetics for is for education and employment benefits. As attractive people are perceived to be more social, successful, possess better skills it could be so that attractiveness also can create benefits in relation to one's career (Cash, Gillen, Burns, 1977, Dion, Berscheid, Walster, 1972, Frevert, Walker. 2014, Heilman, Saruwatari, 1979 and etc.). Yet when it comes to education and employment it is not always beneficial for females to use decorative cosmetics, as depending on what type of positions a female is applying, attractiveness may be either beneficial or rather disadvantageous. In relation to education there are not enough relative studies made to fully decide if makeup does influence one's perception in any way and influence their advantages or disadvantages. The studies available were too scattered towards both directions making it seem, like the results might differ not only regarding countries, but even universities and field of study, however there were few factors that remained throughout the studies, but they do not necessarily point that attractiveness gives an advantage regarding better grading or other preferential treatments compared to other students perceived as less attractive.

In employment effects of makeup to increase female's attractiveness vary quite a bit, depending on the type of positions that female is interested. As most of the studies throughout the years have found similar results regarding employment and attractiveness it does not seem like the situation has been changing too much, as even though laws have been improved regarding female employment, human behavior is not a factor of a sudden change. For females in general attractiveness seemed to create more positive benefits regarding the perception of their capabilities, intelligence, social skills, however only regarding feminine jobs. In jobs seen as more masculine / managerial, attractiveness is perceived as a negative trait, making it seem that a female is less capable of completing such tasks. This is especially an issue when looking at managerial positions and other upper positions, requiring leadership skills. Management skills are perceived to be as more masculine rather than feminine skills, therefore, do not correlate well with feminine attractiveness. Thus as usage of cosmetics is perceived to create more feminine look for a female, exaggerating her facial features, it creates an illusion of them being less qualified. Unattractive females nevertheless are perceived to be less suitable for positions considered to be feminine, as they seem to lack feminine qualities, but they are seen to be more suitable for masculine / managerial positions in comparison to attractive females (Cash, Gillen, Burns, 1977, Frevet, Walker, 2014, Hill, Lando, 1976 Heilman, Saruwatari, 1979, Narang, 2013).

This issue however is much more complex than just usage of cosmetics, as such researches analyze not only specifically the effect of cosmetics towards employment, but attractiveness in general and are a sign of a much wider problem - inequality in employment for female and male candidates, which is such an old issue, as it has not yet been too long that females in western societies legally have similar employment standards as males.

Moreover, some studies state that there might be a difference in salary regarding one's attractiveness. In general it seems, that more attractive females in feminine positions tend to be perceived to earn more than unattractive females in similar professions, while in masculine / managerial positions unattractive females do tend to be perceived to have higher earnings compared to feminine females in the field (Fieldman, Hussey, Leveque, Pineau, 2006, Frevert, Walker, 2014, Heilman, Saruwatari, 1979, Narang, 2013). Overall attractive females are perceived to occupy lower status, less prestigious professions in comparison to females perceived as unattractive who are seen as more likely occupying higher status, more prestigious positions (Dion, Berscheid, Walster, 1972, Fieldman, Hussey, Leveque, Pineau, 2006, Richetin, Croizet, Huguet, 2004). It is interesting to note that as attractiveness seems to have benefits for females in lower status positions, attractiveness also has benefits for attractive defendants in criminal cases (Frevet, Walker, 2014). As crime is not associated with femininity, females who possess more feminine traits are seen as less capable of committing a crime, therefore seem less guilty in comparison to females who are not as attractive, therefore are seen as possessing more masculine traits, thus are seen as more capable of violence.

In education attractiveness did seem to have certain effects, however not as strong and persistent as the ones regarding employment. While it does seem that attractive individuals are perceived more positively in the classroom, as they are perceived to have better social skills and to be more intelligent (Frevet, Walker, 2014), there is no direct evidence that usage of cosmetics can be responsible for such perception. It is interesting however that attractive teachers are also rated more positively among students, because as attractive people are perceived to have better qualities and traits, attractive lectures can be sometimes perceived to have better qualified for their position, therefore making student could feel more accomplished from their classes (Frevet, Walker, 2014).

Analyzing the impact of cosmetics towards education and employment is much more difficult, as through the decades there have been significant improvements regarding equality in education and employment for women, especially in western societies. Moreover, it makes it even more complex due to the fact that various countries still have quite different standards and different laws regarding employment. Most likely in

Scandinavian countries makeup usage has much lesser effect on perception of female due to more open attitudes towards one's appearance, however it might be of much higher impact in such country as United States. To find out such effect further investigation would be required.

6   Research on perception of cosmetics and its effects on females

This part of the study is a primary mostly quantitative research on cosmetics usage in various situations among Caucasian western females and perception of Caucasian females regarding various characteristics by females and males. In this part the current situation about the consumption of makeup will be analyzed, mainly concentrating on the social and career aspects related to the usage of cosmetics. Psychological and physical well-being was not thoroughly investigated in this research.

6.1   Subjects

There were overall 105 female participants and 26 male participants, overall 132. The age of female participants was between 19 to 44 and 22 to 48 between males. The participants were people who filled the online questionnaire, which was distributed via various social media channels. Majority of participants were European with only one participant from Northern America.

Only data from Caucasian females was used in the study (105 females), for male participants' race did not matter as far as they were from western regions (Europe or North America).

The mean for female age was 27.94 years and with standard deviation - 6.07, median of the Caucasian western females was 26 and mode 23. Majority of females who participated in the questionnaire were heterosexual (78.10%) or bisexual (17.14%), none of the females were homosexual. Most of the females were employed for wages (48.57%), students (33.33%) or self-employed (9.52%) and with a bachelor degree (55.24%) or a master's degree (17.14%).

The mean of the age for males was 28 and standard deviation 6.18, median and mode both being 28. Majority of males were heterosexual (69.23%) and bisexual (15.38%). Male participants were mostly employed for wages (53.85%), self-employed (23.08%) or student (19.23%) with bachelor degree (43.15%) of high school diploma (23.08%).

6.2   Materials and procedure

The survey was done via online questionnaire, which was distributed through various social media channels. The survey name did not enclose the full topic of the research to

undermine possible prejudice as well as to reduce fallacies, where participants would not lie about their region, race or age. The name of the survey was - "Cosmetics Use Among Females". The questionnaire could start with basic demographics and after that part depending if the participant was female or male they would be directed to different parts of the questionnaire.

Females would first answer basic questions about cosmetics usage to better understand their habits and how they formed, in the next part they would answer about specific products that they have used in certain situations, which allows insight into daily habits of the female participants regarding their usage of decorative cosmetics. Afterwards they would be directed to answer about usage of makeup in specific situations as well as their perception of themselves, which combined from the questions from the second part provides a wide understanding of the habits and perceptions towards usage of cosmetics. The last part was same for females and males, in which participants were shown a picture of four females and they had to divide them into various categories only based on their physical appearance. Pictures for this part were retrieved from the internet, with rights for usage for non-commercial purposes. Pictures were slightly modified with Adobe Photoshop, to increase and fix makeup in three out of four images. Images represented four types of makeup:

1. No makeup
2. Natural looking makeup
3. "Glamorous" makeup
4. Intense evening makeup

Female pictures were organized randomly, in order to decrease presumptions. They were shown as: Natural looking makeup going first, intense evening makeup, no makeup and "glam" makeup.

For male participants the survey was rather short, after the demographics they had one part in which they had to rate parts of female face parts and write their associations with these parts. Face parts were as follows: eyes, lips, forehead, cheeks and cheekbones, chin and overall face shape. These questions were asked to better understand how males perceive female facial features. Afterwards male participants had the same part as females in which they were supposed to divide 4 females into categories.

6.3   Usage of cosmetics among Caucasian females in western societies

From the research it was discovered that majority of females who have participated in this questionnaire are using decorative cosmetics (95.19%) and majority of them have started wearing makeup in their teenage years, mean being 14.13 years, with standard

deviation of 2.01. Median for the age at which females started using cosmetics was 14 and mode was 13. The range between which the female participants started wearing makeup was from 10 years old to 21. As 104 out of 105 females who participated in the survey wear makeup it allowed to see the perception of consumers who have been affected by many external factors into using cosmetics as well as to find out about effects that cosmetics could have had on their well-being.

Majority of the female participants' wear makeup always when they are spending time in public (45.19%) or sometimes when they are spending time in public (44.23%). From the results of the survey it seems that one of the most common reasons for wearing decorative cosmetics it that females who wear it feel that makeup makes them look prettier and feel more confident, or even present themselves as more professional. Out of all participants in the open ended question asking about advantages that using makeup gives the female participants word confident was mentioned 14 times and word confidence was mentioned

6.4   Situational usage of cosmetics

In various situations females use different types of makeup, in regard on how they perceptions of appearance are shaped towards particular situations. In this research several of these situations were studies helping better understand these perceptions. Female participants were asked about what decorative cosmetics do they use in certain situations. Situations presented to the females were a such:

1. Spending the day at home
2. Going to class in a university / college
3. Going to work
4. Going to a job interview
5. Going on a date
6. Going to a club / bar with friends

An extra was not related to any particular situation, but to find out what type of cosmetics female participants usually carry with themselves when in public for possible touch-ups. Participants were able to choose as many makeup products in each situation as they wanted, in order to allow them to answer these questions more accurately. However due to huge variety of makeup products which could have created a risk to reduce the number of participants, cosmetic products were grouped regarding their function. There were 10 groups of products including an answer "No makeup".

Face products were categorized in four groups:

1. Foundation / BB cream / CC cream - as they all serve a similar function of creating a uniform color across all face, covering flaws and evening out the skin.
2. Concealer / Contouring palette or stick / Illuminator - all these products serve the function of correcting the face by either covering up blemishes or dark spots, creating more depth, brighten the face as well as manipulating the shape of one's face.
3. Bronzer / Blush - both of these products are used on the cheeks / cheekbones to create more detail and or shine to the face.
4. Finishing powder / Setting powder / Setting spray - all these products serve the purpose of setting the makeup and allowing it to last longer.
5. Eyebrow pencil / Eyebrow shadow - used to shape eyebrows.
6. Eye shadow - used to create depth to eyes, enhance and attract attention to the eyes.
7. Eye pencil / Liquid eyeliner / Gel eyeliner - used to enhance the shape of the eyes and manipulate it.
8. Mascara - probably the most used decorative cosmetic products among females. It is used to make eyelashes look bigger and longer, as well as adding depth to eyes.
9. Lip primer / lip liner - this group serves similar function to last group, but these products are more used to prepare the lips before applying lipstick or other product.
10.
11. Lipstick / Liquid lipstick / Lip gloss - all these products are used to decorate the lips and attract attention to them.

Graph 1 presents how females are using makeup in various situations. It can be seen that most used cosmetic product is mascara, as overall through all the situations among all the female participants mascara was chosen 444 times (if all the females in the situations would have used mascara it would have been 525 times used through all the presented situations). Second most popular product used among all situations is foundation (used for 378 times) and third would be eyebrow pencil and eyebrow shadow (355 times). Analyzing these results with open ended questions asking about advantages given by makeup and reasons for using makeup one can easily understand why these three products are the most popular decorative cosmetic products used among females

Cosmetic product usage in various situations
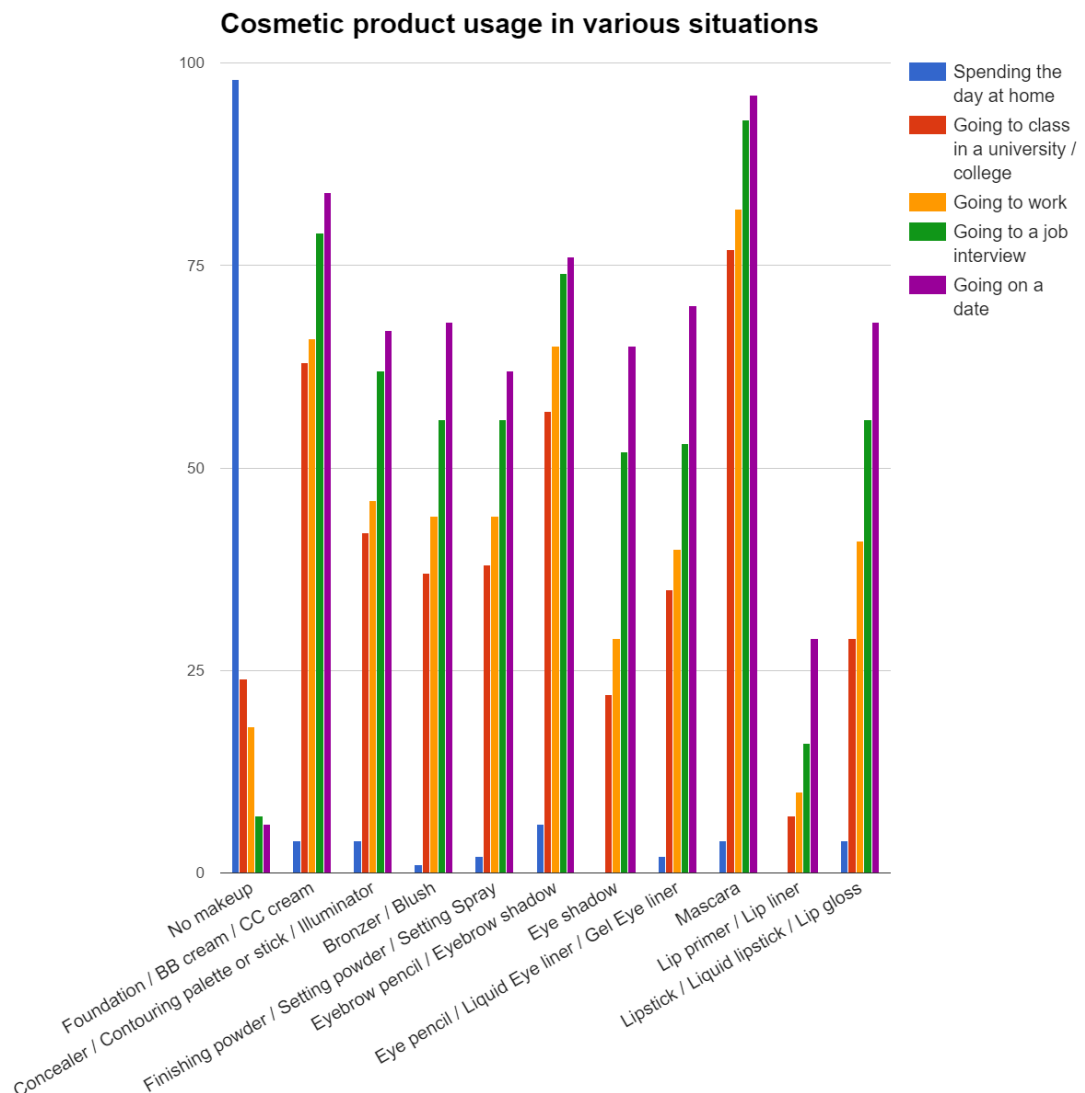
Graph 1: Cosmetic product usage among Caucasian females in various situations

in the survey. Mascara is in general known as one of the first cosmetic product most teenage girls start using, as it defines the eyes, is suitable for most occasions and is simple to use. Foundation as mascara is also one of the few products that females start using from quite an early age, as this product helps females cover up their blemishes

and other imperfections, which majority of females from the survey were concern about. Eyebrow pencil and eyebrow shadow increase could be more associated with recent trends of thick and very well defined eyebrows, popularized by celebrities such as Kim Kardashian as well as via social media channel - Instagram, through which this look got a slang name - *"insta-brow"*.

Most makeup was used in the following situations (calculated as per times each product was used among all the participants, excluding the no makeup option):

1. Going to a club / bar with friends (719 times)
2. Going on a date (658 times)
3. Going to a job interview (587 times)

These findings correlate with the finding from other studies allowing to explain why females more makeup in the following situations. With makeup females managing others impressions of them and in social situations such as going to a club / bar or a date females are seeking to present themselves as confident, which as was found out in the survey is one of the main reasons females feel the need to use cosmetic products. In situations such as going on a date, to a club or a bar females also wish to be perceived as attractive as attractive people are perceived to be confident, popular, mature, interesting (Graham, Jouhar, 1981, Richetin, Croizet, Huguet, 2004), they are seen as more successful, better adjusted (Miller, Cox, 1982), sociable, more assertive, healthier (Mulbern, Fieldman, Leveque, Pineau, 2003, Osborn, 1996). People are more likely to cooperate with those whom they perceive as physically attractive (Frevert, Walker, 2014), explaining why in these social situations, especially in such as going out to either a club, bar or on a date, where one would want to leave a positive impression of oneself. In general, attractive people are perceived to have more desirable personality traits and are expected to have better lives, making them more appealing to others.

The more interesting finding in this research was the amount of decorative cosmetics that women wear when they are going to a job interview, as studies have shown that wearing makeup to a job interview can be disadvantageous for females who are applying for more masculine positions, which can be regarded as any position requiring leadership skills, physical skills, technical skills. Females who use heavier amount of makeup on interviews might be regarded as more feminine, thus less capable of handling tasks which require skills regarded as masculine (Heilman, Saruwatari, 1979, Nash, Fieldman, Hussey, Leveque, Pineau, 2006, Hill, Lando, 1976, Frevert, Walker, 2014, Cash, Gillen, Burns, 1977), as well as females wearing makeup tend to earn less than females in similar professions who wear less cosmetic products (Fieldman, Hussey, Leveque, Pineau, 2006, Frevert, Walker, 2014, Heilman, Saruwatari, 1979, Narang, 2013).

However, as the average age of females in this survey is 26 and mean is 23, with 33.33% of the female participants being students it is possible, that the level of their makeup has not yet had an effect on their career, as well as it is possible that the standards for the correlation between makeup and professions has been blurred through the years. To better understand this effect there would be a need for newer studies available on the issue.

Furthermore, in this research it was found that the cosmetic product mostly carried by female participants of the questionnaire was a lipstick / liquid lipstick / lip gloss, which was not a surprise, because these products have the shortest wear time out of most decorative cosmetics and need to be reapplied several times a day. Second most popular cosmetic product was finishing powder / setting powder / setting spray, which same as lipstick has a shorter wear time than many other cosmetic products.

When it come to the amount of time that female participants consume for applying cosmetic products in various situations, most of time for applying decorative cosmetics is being devoted to same three situations for which most makeup products are used - going to a job interview, going on a date and going to a club / bar with friends. For these situations majority of participants devote around 15-30 minutes for makeup application (going to a job interview - 46.08%, going to a club / bar with friends - 43.14% and going on a date 42.16%). In this case however most highest amount of females from all situations within all times was - spending 15-30 minutes for makeup when going to a job interview, however, unlike when analyzing the amount of products used regarding situations, spending the biggest amount of time for cosmetics application while preparing for a job interview is rather logical, as out of all the activities this is probably not only the most stressful one, but also the situation in which one would attempt to make the best impression. Similar situation goes for situations where the female participant would be going on a date or club / bar with friends, where the participants would more likely wish to create a good impression of themselves.

In situations such as going a class in university or college as well as going to work, as there is a lesser chance of meeting new people, as well as lesser need to create an impression participants spend less time in applying their makeup. Majority of participants would spend less than 15 minutes to apply their makeup in these situations (going to class in a university / college - 68.63% and going to work 62.75%). As expected when

spending the day at home majority of the participants would not apply their makeup at all, as 88.24% of the participants replied.

Time spent for makeup application in various situations
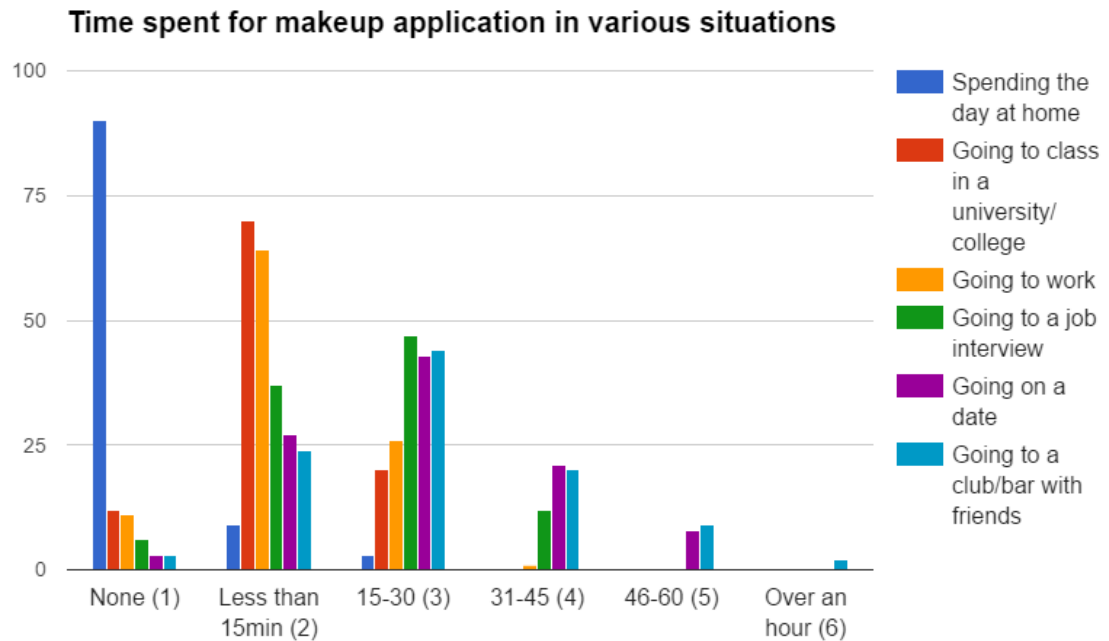
Graph 2: How much time do females spend applying their makeup for various situations?

To most of the female participants wearing makeup in all of the situations was important, as well as it was important to wear makeup in order to enhance their self-appearance and self-confidence. Out of all the answers about importance of wearing makeup in various situations, 222 times out of 510 the option "Important" was chosen (43.53%). Most important situation in which women would wear makeup seems to be when going to an interview. 35.29% of female participants chose this options as "very important" and 40.04% chose it as "important". Second most popular situation was wearing makeup on a date, which 34.31% of the participants chose as "very important" and 43.53% chose as important. As women do not feel comfortable with their personal appearance they regarding their attractiveness, in situations where they feel the need to impress the other individuals such tools as decorative cosmetics are used to manipulate the female's appearance in order to fit the expected stereotypes. Thus it seems logical that females believe that wearing makeup in most of the situations involving social interactions or presenting oneself in public require at least some amount of makeup.

Due to social standards and expectations that are put onto females regarding their appearances, majority of female participants believe that wearing makeup is important in order to enhance their self-appearance (50.98%) and to enhance their self-confidence (50.98%). In the open ended question asking about advantages that cosmetics give to the participants, one of the most commonly used words were confident (14 times),

confidence (10 times), better (10 times), pretty (5 times), beautiful (5 times), prettier (2 times), attractive (2 times), very well expressing how females feel about wearing decorative cosmetics. Females do believe that cosmetics enhance their appearance therefore giving them more confidence, which has been discussed in some studies, explaining that as female feels more beautiful, she starts to believe that she is more successful, social and happier (Fieldman, Hussey, Leveque, Pineau, 2006, Graham, Jouhar, 1981), therefore her confidence increases as she believes that "what is beautiful is good" (Dion, Berscheid, Walster, 1972).

6.5   Effects of using decorative cosmetics

There are many aspects in which using decorative cosmetics can affect perception of a female and therefore create certain prejudice or ideas about her, therefore women often use makeup to manipulate their looks accordingly to various situations in order to create expected appearances. This is especially seen in women's career in the western world, where makeup is not only accepted among women, but even encouraged in many situations. Using makeup products can increase female's chances of employment, however it can also damage a female's career, depending on the type of employment the woman is seeking (Cash, Gillen, Burns, 1977, Heilman, Saruwatari, 1979, Hill, Lando, 1976, Nash, Fieldman, Hussey, Leveque, Pineau, 2006, Frevert, Narang, 2013, Walker, 2014). Using decorative cosmetics also has other type of effects on female consumers, affecting their psychological and physical well-being. As already discussed before women feel that wearing makeup increases their appearance and confidence, which would mean that without wearing cosmetics women might feel less attractive and less confident, damaging their self-esteem. Moreover, beauty industry has made women feel as if they should not be pleased with their natural facial features, which the questionnaire proves to be true.

In the questionnaire women had to answer about how satisfied they felt about their various face features without and with makeup from Very happy (1) to Unhappy (5). In most of the options women felt happier with their face features when wearing makeup rathen than when not wearing makeup. However, only very small number of women were not pleased with their face features. Only 21 times the "unhappy" option was chosen out of 1271 all the answers (1.65%) and the option for being "somewhat unhappy" was chosen 63 times (4.96%). Most common answer was "happy", which was chosen 557 times (43.82%) out of which 51.17% were answers on being happy with a face feature without makeup and 48.83%% was for being happy on their face features when wearing cosmetics. Yet also, the number of females being very happy about their face features

increases when wearing makeup from 20.59% to 34.82%. This shows once again how much of an importance decorative cosmetics have on female well-being. Most unhappy female seem to be about their overall face shape as well as cheeks, when not using cosmetic products (11.76% chose "somewhat unhappy" both each and 3.92% chose "unhappy" for cheeks, while 0.98% "unhappy" for overall face shape). Out of all the answers for in which female participants were "unhappy" about their face features cheeks has 23.08%, same as overall face shape. This could be due to recently increasing trend in face contouring cosmetics, which allow one to slightly manipulate face shape, allowing to add depth to certain face parts or highlight other parts of the face, creating contrast. Most "happy" without makeup females were about their eyes, with 10.95% of all the answers for the "happy" option being for eyes, as well as out of satisfaction levels with the way their eyes look naturally "happy" was also the most common choice (58.8%), and "very happy" being second most popular answer (20.59%). Second face feature with which female participants were somewhat pleased about themselves most were their lips, with 9.69% out of all the answers for "happy" option. Among the comparison between happiness levels in the lips category "happy" was chosen 52.94%.

Overall it was clear that cosmetics did improve the female perception of their own face features when they were wearing decorative cosmetics, as out of all the "very happy" answers 62.61% belonged to being pleased with face features when wearing cosmetic products, while only 37.39% of female participants were "very happy" with their face without cosmetics. However, most of the females in general are not dissatisfied with their face either.

6.6   Perceptions of self-image regarding well-being and work

Beauty being a rather subjective subject it was important to understand the female participants perceptions very thoroughly as well as allowing them the freedom to describe their experiences and perceptions in to the fullest extent. Due to this two open ended questions were presented in the questionnaire for all the female participants. Open ended questions were not mandatory. The questions were:

1. Why did you start wearing makeup?
2. Do you feel makeup gives you any advantages? If so, please specify.

These questions allowed to better understand the reasons behind using decorative cosmetics. 104 females answered the first question and 78 have answered the second question. Open ended questions were analyzed by counting how many times similar words have been mentions over all the answers.

In the first question asking about the reasons why did the female participants started wearing cosmetics the most common answer was heavily related to lack of self-confidence. Majority of the participants started wearing cosmetic products when they were teenagers (mean - 14.13, SD - 2.01), as they were trying to fit in. Quite many of the participants started using cosmetics because their other female friends were using such products or they were exposed to cosmetics by their mother or older sister. Another of more common reasons was to hide acne, which many of the teenagers often deal with, as well as to even out the skin and other imperfections. Using cosmetics have been associated with the participants as a sign of growing up, the finding which was also discussed in Cash, Rissi and Chapman (1985) study, in which it was stated that - "the female's initial use of cosmetics in early adolescence may be seen as a rite of passage into sexual maturation and as a sex-specific behavior in the service of feminine identity development." In other words it could be said that as cosmetics are associated with feminine qualities, they create a perception of a female being a woman, as adolescent females are not often perceived as feminine as a grownup woman. Few of the other participants also have written about the media's influence towards their makeup usage, such as teen magazines and celebrities, which have had a significant effect on their perception of female beauty.

One of the most common two word phrases used in this question were: wanted to (27 times), I wanted (16), other girls (6), my mom (4), friends started (4), everyone else (4), to hide (5), to cover (5), look prettier (5). One of the most popular words used in this question were - wanted (36), look (27), friends (11), other (10), older (10), girls (10), cover (10), acne (8), everyone (8), skin (7), prettier (7), face (7), beauty (7), pretty (6), sister (6), pimples (5), beautiful (5), confident (4), pressure (3).

Phrasing the words allowed be see what female participants overall concentrated more about. While it is limiting as participants might express similar situation using various words, combining the phrasing the words from answers, counting the words and as the same time using the answers as whole to understand and analyze the answers more thoroughly. As it can be seen from words and word phrases that the reasons behind women starting to use cosmetics are heavily external. With the use of cosmetics they tried to look like their peers who were already using cosmetic products to enhance their appearances, which in a way could be called as peer pressure. Older female family members also have a lot of influence on one's perception of beauty - as young females are exposed to their older female family members enhancing their appearance with the use of cosmetics, it forms a perception of beauty and a habit for such females before they even start using decorative cosmetics.

Apart from external influences such as family, friends and celebrities, young females are also heavily influenced by media, which teaches them and young males about beauty standards. Through makeup these young women try to mask their imperfections such as acne, pimples, dark under-eye circles, pores and etc. in order to not only look acceptable, but as well to attract attention from young males. As females are made to believe from such a young age they have a vast variety of issues related to their appearance, it is rather hard to positively influence females into appreciation of their natural beauty as well as other's appreciation of female natural beauty.

In the second question females were asked to describe the advantages that makeup might give to them and out of 78 answers 76 female participants believe that makeup does give females an advantage. The most common words used to describe the advantage that cosmetics gives to women were - feel (30), skin (16), confident (14 times), confidence (10), better (10), professional (5), pretty (5), beautiful (5), prettier (2), attractive (2). More used two word phrases in this question were - more confident (11), look better (4), more professional (3), my flaws (3). From these words it can be seen that one of the more commonly used words in these answers were - confident and confidence. Women do believe that when they wear cosmetic products their appearance increases, giving them more confidence to perform better. This stance towards oneself and others has been widely studied and is known as "what is beautiful is good" (Dion, Berscheid, Walster, 1972) discussing how appearance affects other's perception of a person's behavior. Attractive people are perceived as more capable, more successful, healthier and social, therefore as people judge others based on such characteristics, they also have same prejudice for themselves avoiding to fit within what is perceived as unattractive.

Apart from confidence several of the female participants stated that they believe that cosmetics makes them look healthier, might affect their career, influences their mood, increases their appearance and reduces their imperfections. These findings correlate with many other studies presented. As females are pressured towards believing that cosmetic products can influence various aspects of their lives as well as media keeps creating stereotypes in accordance to female appearances, cosmetic products will be creating constant damage to female well-being. Because it is so widely believed that cosmetic products can influence a female's life, females can suffer from anxiety (Cash, Cash, 1977, Miller, Cox, 1982, Osborn, 1996, Narang, 2013) due to pressure to present themselves in a certain manner, regarding a situation. Females who do not fit within the beauty standards set by media might also be regarded as less healthy, less social or successful (Dion, Berscheid, Walster, 1972, Frevert, Walker 2014, Heilman, Saruwatari,

1979, Jones, Kramer, 2016, Narang, 2013, Nash, Fieldman, Hussey, Leveque, Pineau, 2006), therefore starting to perceive themselves as such and in the long term acting as such. In the aspect of physical health, some of the females might fall into several unhealthy habits due to social prejudice put on them regarding their appearance.

6.7   Female face feature perception by males

The number of male participants in the survey was rather small (26 males), however while the results from the male respondents might not most accurate, through all of the answers some patterns did emerge allowing to somewhat interpret male perception of female face. Male participants were given two questions regarding female face features: first one was to rate various parts of female face from most attractive (1) to least attractive (6). Face parts were divided in the same way as for the female questions: eyes, lips, forehead, cheeks and cheekbones, chin and overall face shape. In the second question males had to describe these same parts with one of few words that they associate these features with.

To start with, as expected most attractive face features for males were eyes (73.08%), a face part which females spend probably the most time for when applying cosmetic products. Second face part was lips (46.15%), which is also a face part for which females use cosmetics quite often. Lips also have sexual associations, which most likely had an effect in the lips being perceived as one of the most attractive face features. Overall face shape was third in attractiveness (30.77%), and least attractive face part as expected was forehead (53.85%). The reason behind this question was test if the male participants perceive female attractiveness in the same way as females perceive it themselves and expect other to perceive it. The expectation was confirmed.

The following question about word association did give a better perception of why do males find certain female face parts attractive and other not so much. The words used to describe the female eyes were mostly associated with beauty, using such words as - beauty, the sea, clear, soul, friendly, captivating, space. These answers give a fair understanding of how males are perceiving female eyes. For majority of males female eyes did not create sexual associations, only few of the answers mentioned words such as - seduction, playfulness, which could be associated with some sexual meaning.

Lips were considered as the most sexual face part of the female face. Majority of words had some sort of sexual association as most of the words were such as - flirting, red, delicious, luscious, kiss, sensuality, lust, seduction. However, in the questionnaire there it was not asked to describe what makes lips sexual for male participants. This would

have allowed better understanding on what type of lips males find more attractive, as well as how makeup influences perception of female lips.

Cheeks and cheekbones seemed to have more association with fashion and models, most likely as majority of model often have deeper cheekbones, which most likely have become to be associated with the fashion world nowadays. Words used were such as - model, exotic, elegance, nobility.

Chin and overall face shape did not create any specific emotions for the male participants. Mostly when describing these face parts males used words that mainly would be used to just describe the way that these parts could look, using words such as - sharp, pointy, small, double to describe the chin and words such as oval, heart shaped, symmetric, round, edgy to describe overall face shape. The only word that could be taken a bit further into consideration would be "symmetric", as this is one of the factors which affects the usage of cosmetics. Symmetric things in general seem pleasing to the eye, they look more esthetic (Feng, 2002).

6.8 Perceptions of female regarding usage of cosmetics

There have been several studies done in which individuals were rating the various aspects of a female's life via a photographs of females wearing various amount of cosmetics. In this questionnaire participants were presented with four pictures of females, which were taken from the internet and slightly edited with Adobe Photoshop in order to fit each female within the category. All of the photos used were labeled as allowed to be used for non-commercial purposes.

The females were chosen to represent different levels of makeup, followed as such:

1. Natural makeup - female with makeup which only exaggerates her natural features, however not making the makeup seem too visible.
2. Intense evening makeup - a dark and intensive colors used to attract heavy attention to eyes and lips, as well as heavily contoured face.
3. No makeup - natural face without any cosmetics applied.

4. "Glam" makeup - fashionable, feminine makeup, with heavier eye definition and luminous skin.

Image 1: Four female images used for the online questionnaire

All the participants from the survey rated these pictures against various criteria such as - social class, employment, health, relationship status. The point of this part was to better understand how if so makeup can affect perception of various aspects of female's life.

The last part of this survey did have quite a few limitations mainly due to as the pictures were used from the internet, therefore not being as accurate as it could have been with following the patterns of previous studies done on the similar subject, in which several females were asked to be models for the research, they were all prepared in similar conditions, often with a professional makeup artist, who would enhance their best face features (Fieldman, Hussey, Leveque, Pineau, 2006, Graham, Jouhar, 1981, Richetin, Croizet, Huguet, 2004). However, in previous researches usually female models were only presented in two states - with makeup or without makeup, ignoring the factor that various amount of cosmetics applied could cause slightly different perception of a female. In this part the main concept was to explore the possibility of different level of makeup possibly affecting perception of females. Participants were asked to only use one number once per question, however, it was they were allowed to assign same female to few categories as well, in order to get more accurate results, and reduce unnecessary prejudice.

Some of the results felt within expectations, confirming the results from previous studies, however as in this part of the study the main idea was to analyze the effects within different levels of makeup and the effects that it might cause, some of the data cannot be easily compared with past studies. Female with natural makeup (female number 1) was dominating in most categories as with most positive traits. This was to be expected as in previous studies females wearing little amount of cosmetics have been perceived to be seen as more attractive, social, successful. This might be due to the fact, that when

female is wearing natural makeup, the makeup itself is not so visible, however, the face features of the female are magnified. Among males however the results were much more scattered, which was most likely an effect due to lack of male participants in the survey, yet females with natural amount of makeup and "glam" makeup were the most prevalent among positive traits within male participant answers.

As expected also, female number 2, wearing intensive evening makeup was perceived in most of the categories with most negative traits. This has been also discussed in the previous studies, as sometimes women with makeup can be perceived as shallow, unfaithful, promiscuous (Huguet, Croizet, Richetin, 2004), thus the higher amount of cosmetic products they wear the more intensively these qualities could be perceived. This could possibly be associated with the overall history of cosmetics, as throughout the history heavy amount of makeup was associated with prostitution and promiscuity, because heavy colors on a female's face attracted attention and made them more seductive (Kapoor, 2014).

There were some slight differences between how male and female participants perceived the photographs in all the questions in all of the other categories. For female participants the model with the highest professional status was number 1 (natural makeup) with 41.49%, while for males' female number 4 ("glam" makeup) was seen as with the highest professional status. This question heavily correlates with social class, as usually people who are in a better employment position will belong to higher social class.

For females the healthiest model was female number 3 (no makeup) with 56.84% of the female participants choosing this picture for the "Healthiest" option, while male participants chose female number 1 for this same option. This could be due to females better understanding the effects that cosmetics can have on a female's appearance, thus for females' heavier amount of makeup can associate with masking their imperfections, which could be associated with lack of health, with makeup. As nowadays Caucasian females in the western societies are wearing at least a moderate amount of makeup, it is a chance that male perception of female health has been distorted into perceiving female with natural makeup as healthiest.

The more unexpected finding was that female model number 3 (no makeup) by both females and males perceived as the one with the highest chance to be in a happy relationship (49.45% by female participants and 45.45% by male participants). This could actually be due to the fact, that possible the model would not have the need to hide her imperfections because she already is in a happy and trustworthy relationship. However, female number 1 (natural makeup) was second in this category with both females (32.26%) and males (36.36%).

Even though female number 3 seemed to have happiest relationship, female number 1 was seen as the one having most fulfilling social life by both females (29.67%) and males (45.45%). It could due to this female model looking slightly more attractive that the female model without any makeup, thus creating an image of attempting to impress others and having higher Public Self-Consciousness.

Regarding beauty female model number 1 was perceived as most beautiful among female participants (33.33%), however female number 4 ("glam" makeup) was perceives as most beautiful among male participants (36.36%). Though female model number 4 was not perceived as the one with the most fulfilling social life or relationship among males, in these categories she was most commonly chosen for the second best option. It could be hypothesized that female number 4 among male participants was perceived as an unreachable external beauty, thus not properly seen as a real human, but more as a divine image as explained by Plato (Vacker, Key, 1993).

7   Discussion

The purpose of this study was to find out the various effects that decorative cosmetics have of female well-being, regarding their personal life, career, psychological and physical well-being. The study was carried out in two parts: in Study 1 the previous studies have been analyzed in order to compare how has the situation been through the past several decades and in Study 2 the results from an online questionnaire were analyzed to get a better understanding of a current situation in the western world among caucasian females.

From the first study it was found that makeup has significant effects on majority of aspects of female life. Using cosmetics can heavily affect how female is perceived by others. Makeup was found to increase appearance, perception of social class, employment possibilities for feminine positions, social life (Mulhern, Fieldman, Hussey, Leveque, Pineu, 2003). Females wearing makeup are often perceived as more successful (Miller, Cox, 1982), social, assertive, healthier (Frevert, Walker, 2014, Osborn, 1996), sexier (Cash, Dawson, Bowen, Galumbeck, 1989), feminine, clean, pleasant, mature, confident (Graham, Jouhar, 1981). However several studies have found that wearing cosmetics could have negative effects on some of the traits such as females wearing cosmetics could be perceived as less modest (Osborn, 1996), less faithful, shallow, cold (Huguet, Croizet, Richetin, 2004).

Huguet, Croizet, Richetin (2004) study was more controversial as well as more accurate as it has presented negative qualities into the study. Many of the studies done in the past

ignored the negative personality traits, when finding the effects of cosmetics, while in this study as participants were also presented with negative traits they could not only rate females models on the level of the positive quality increase or decrease with makeup, but as well with negative traits.

In the first study it was also found that makeup has a slight effect on female's career. Through several studies it was found that makeup effects how suitable employees perceive female to be for a position. Females applying for positions regarded as feminine would have a better chance to be employed when wearing light to moderate amount of makeup, while when applying for jobs that are considered as masculine females with light to no makeup would be considered as more suitable (Cash, Gillen, Burns, 1977, Frevet, Walker, 2014, Hill, Lando, 1976 Heilman, Saruwatari, 1979, Narang, 2013). This is a much deeper issue social issue, due to equality differences between both sexes. Though through the past decades the situation for equal employment has been significantly improving, the prejudice towards sexes in western society is still remaining to some extent. Managerial jobs are still often perceived as more masculine rather than feminine, which could cause issues for females who look and act feminine.

It was rather interesting that females who wear cosmetics have been perceived to look healthier (Frevert, Walker, 2014, Osborn, 1996) in several studies. It could be due to the fact that media has distorted the perception of female appearance, presenting even natural females wearing cosmetic products, thus shifting consumer understanding of natural beauty.

Many of the issues regarding female beauty are influenced by the media, family and friends, media being probably the most prevalent source of influence. Through film, television, music, magazines and many other outlets media is shaping consumer understanding of beauty, by presenting them with only certain categories, as if they would represent the majority, pressuring other females to pursue such standards therefore making them the majority. Through the past decade new type of media has been significantly growing - video blogging. Beauty video bloggers have created a completely new sphere to discuss and create beauty standards, becoming the new gatekeepers of beauty. Their influence is especially strong not only due to the fact that they talk over the video with their viewers, connecting with them in a way that magazines cannot, but also due to the fact that majority of their viewers are young females, who are much more impressionable and easier to influence. These beauty video bloggers are creating a new generation of females, who increasingly trust these blogger opinions over other channels.

All of these beauty stereotypes are causing females a lot of psychological and physical damage. Females exposed to all these ideals are becoming easier to influence and their perceptions are getting distorted, increasing their Public Self-Consciousness and making them see themselves as social objects as well as causing social anxiety (Cash, Cash, 1982). This is a more complicated issue due to the fact that psychological issues are often a combination of several aspects of life and are hard to be analyzed independently, however the effect of cosmetics towards mental health is quite evident. Many studies through the past decades have found the direct effect that cosmetics cause to the female consumers. Exposed to unrealistic images of beauty through various media channels females learn to be objectified and submit to the accepted beauty standards. However, the line between self-expression and pressure from society is heavily blurred, making it hard to separate beauty as an art form from beauty as an oppression.

As perceptions of beauty have existed and idolized since humans have created civilizations it is hard to see exactly how much of the effect towards beauty prejudice and stereotyping is actually caused by cosmetic industry alone. Because humans have always had certain beauty standards across societies, it could be also seen that cosmetic industry has only globalized beauty and created easier opportunities for a consumer to reach the products to fit within the beauty norms that they might have tried to fit within even without cosmetic industry being present.

The second study was used in order to test the current situation regarding cosmetics as well as find out about the opinions of cosmetics usage and its effects from the participants. Through the findings of this study it was clear, that cosmetics do have a heavy effect on females on various aspects. Majority of females who participated in the questionnaire were using cosmetic products and did feel several aspects of their life affected by them.

Many of the female participants believed that they looked more attractive when wearing cosmetics as well as they felt much more confident. Majority of participant females do wear makeup in social situation and believe that wearing makeup can actually affect various aspect of their social life and career. Females were much happier with their face when they would wear makeup, comparing to their natural face. Through this study it was possible to confirm that using cosmetic products does increase the appearance perception for females, as because they start feeling more confident about their appearance they often feel as if they would be more capable. This could be as well an effect of media, as in film and television certain female characters are often associated with certain traits, creating an image for the consumers that certain looks have certain characteristics. This is especially prevalent in the old Disney cartoons, where the female

villains usually were drawn with features perceived as ugly, while the female protagonist would usually be depicted as beautiful once again confirming the "what is beautiful is good" stereotype. As females are exposed to certain characters all over various media channels attributed to certain qualities and characteristics, within time particular looks will have an association to certain behaviors.

The male participants of the questionnaire did not directly share their experience with makeup, as it was thought that exposing them directly to the makeup questions could affect their answers, however their questions were more used to compare to female part and see if what females perceive as important in their appearance correlates with male opinion, which was confirmed. For males the most important features in the female's face were her eyes and lips. Eyes were associated with beauty, while lips had more sexual associations. These findings just confirmed once again how females are perceived by males regarding their appearance. Using associations instead of ready-made answers it was easier to see which face parts males associate with certain emotions or expressions, while with some of the face parts males might not have any emotional aspects, as was found. Only eyes and lips had an emotional aspect to male participants.

The last part of the survey mostly confirmed the existing studies as well as further exploring the impact of cosmetics. It was found that minimal amount of makeup was perceived best among female participants, as the female model did look as if she has enhanced her natural face features, however, probably did not create the image of looking unfaithful, shallow, not promiscuous. From this part of the study it was easy to see that the female participant perceptions correlate strongly with the with the previous findings regarding female characteristics. It did seem that heavier amount of makeup created more negative traits for the female models from female participants. Male participants were not as consistent with their answers as females, however both males and females did regard the female with the heaviest amount of makeup as having the worst characteristics and traits out of all four images. It could be possible that male answers were not as consistent because they were less prejudiced by the makeup alone, but more analyzed the overall female face, thus saw the effects that makeup creates for the females, while females could much more possibly have analyzed the actual makeup. Few of the participants have left a personal feedback regarding the last part of the survey which made it clear that for males the difference between females 1, 3 and 4 has been much smaller than for female participants.

8 Limitations

The main issue regarding this research is the complexity of beauty in itself. Beauty is subjective, however certain patterns do emerge. Moreover, regarding certain studies, especially employment in relation to cosmetics, results might differ over all western countries, therefore not providing most accurate results, as well as majority of the studies used in regard to employment were not up to date. Moreover, as not all of the studies used in the research were only based on Caucasian females (however it was a majority), the results might be slightly compromised.

There is also not too much recent research done on the direct and indirect impact that cosmetic products have on Caucasian females, however as human basic behavior is not a subject to a change, older research is also applicable for this study. In the end of the 20th century, when acceptability of makeup products was heavily growing there was a lot of research conducted on its impacts towards various aspects. Majority of information is still applicable to this day, however the researches regarding employment and education in relation to cosmetics have to be looked at more skeptically, due to continuous improvements for females in education and work fields through the past decades, allowing more equality than when several of the researches were concluded. It also must be taken into account that while psychological and physical damage caused by cosmetics seems to be similar for Caucasian females in the western societies, employment and education issues vary more from country to country, which could slightly affect the difference in perception towards cosmetics impact in education and employment. Majority of the researches used in this study are from U.S., while the primary research the data is only use from western (European and North American) Caucasian participants.

Questionnaire itself has more limitations, especially regarding the male participants. As the number of male participants is rather low, the data might not be accurate. Furthermore, some of the questions for the female participants might not have been extensive enough, not giving deep enough understanding of the issue. This was done because the questionnaire has taken place online, so in order to avoid too many participants not finishing in the questionnaire due to it being too complex or long several of the questions.

The results of the study would have also been improved if instead of four female pictures taken from the internet, real models of average attractiveness would have been chosen and each of them would have had four stages of makeup - from no makeup to intensive evening makeup done by a professional makeup artist who could have done the makeup in a way to enhance their best face features, as well as in this case having all females

take picture with same light, in same place, with same hair, no jewelry or any other factors that could also influence the perception of their character, traits and life.

Conclusion

Overall this study has provided a wide insight into various aspects of the effects that cosmetics have towards female life, career and well-being. It was found that cosmetics do affect majority of the aspects of female life. Cosmetics do influence the way that females are perceived by others, as well as how they are prejudiced in various aspects of their lives. Females wearing decorative cosmetics in many aspects of their life are perceived as more social, happier, appear more confident. By using cosmetics females appear more in control of their life, which is most likely due to cosmetics usage increasing one's Public Self-Consciousness. Females who use cosmetics see themselves as more of a social object, therefore they use cosmetics in order to manipulate their appearance to get certain responses and meet expectations.

These ideas and stereotypes are created through various media outlets, however probably one of the most influential channels nowadays among younger female consumers is video bloggers. This new way to reach beauty consumers has been extremely successful as female consumers bond with the video blogger, building trust with her/him. Beauty bloggers not only teach how to use various products, create certain looks, but they also advertise many cosmetic products. With all of these aspects combined females are affected to not only buy, but also to try and imitate the looks that their beauty idols have, associating themselves with these standards and creating an unrealistic self-image. Fashion and beauty magazines for women are also heavily responsible for shaping their ideals, however magazines are not able to build a strong relationship with the consumer, yet through magazines consumers can be influenced through visual stimulus - with fashion models presenting various beauty ideals and articles explaining how to reach these ideals, combined with various beauty product advertisements.

Through all the various channels the perception of female beauty is shaped and thus their well-being in their personal life and career are affected. Because both males and females are exposed to beauty standards, both of them have certain expectations of female appearance for various situations. Cosmetics have a direct impact to female career, negatively affecting female's chance of employment for masculine of managerial positions while positively affecting female's chances of being employed in a position perceived as feminine.

In other aspects of life slight to moderate amount of makeup usually has more positive traits than negative. Females wearing makeup are seen to be more social, friendly,

confident in comparison to females not wearing cosmetics. However, when females wear heavier amount of cosmetics they could be considered as vain, unfaithful and cold.

The three hypotheses were partially confirmed, it was found that cosmetics do cause physical and psychological damage to females, making them feel more positively when wearing cosmetics, however, at the same time creating an issue of discomfort when absent of cosmetic products. The second hypothesis regarding the cosmetic industry responsibility of shaping the perception of beauty was only partially confirmed. Not one channel of beauty is fully responsible for the effects that beauty industry has on consumers. Through the research it was found that cosmetic industry is partially only a tool, providing consumers to express themselves and feel more comfortable with their appearance, however it is also heavily responsible in shaping these views of beauty among cosmetic product consumers. Lastly, it is also hard to certainly be sure that cosmetics created the beauty standards, as beauty standards have existed long before the cosmetic industry, however it was clearly seen that cosmetics do have a direct effect to certain beauty standards, characteristics and traits for females, creating prejudice towards women who do and do not use cosmetic products in many aspects of their life.

In conclusion, makeup does affect majority of aspects of western Caucasian females lives, having both negative and positive traits to their well-being. While it can cause social anxiety due to feeling uncomfortable when absent of cosmetics, wearing cosmetics can increase the way a female is perceived in various aspects of her life. It is not exactly clear if these characteristics form, because when a female wears cosmetics she becomes more confident, thus becomes more capable or if it is that these females are only perceived as more capable, and better, yet these traits are only an illusion.

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Appendix 1 - Online Questionnaire

Demographics (both sexes)

1. Age

2. Which region do you live in?

   - Europe

   - Asia

   - Middle East

   - Northern America

   - Central America

   - South America

   - Africa

   - Oceania

   - The Caribbean

3. Race

   - Caucasian / White

   - Mongoloid / Asian

   - Negroid / Black

   - Hispanic / Latino

   - If other, please specify...

4. Sexual orientation

   - Heterosexual

   - Homosexual

   - Bisexual

   - Pansexual

   - If other, please specify...

5. Employment status

   - Student

   - Employed for wages

   - Self-employed

   - Unemployed

   - Homemaker

   - Military

   - If other, please specify...

6. Education level

- No schooling completed
- Some high school, no diploma
- High school graduate
- Some college credit, no degree
- Trade / technical / vocational training
- Bachelor's degree
- Master's degree
- Doctorate degree
- If other, please specify…

7. Gender

- Female
- Male

Part for only female participants

8. Do you wear makeup?

- Female
- Male

9. What was your age when you started wearing makeup?

10. Why did you start wearing makeup?

11. How often do you wear makeup?

- Every day, even if I am staying at home
- Every day I am spending time in public
- Sometimes I am spending time in public
- Only on special occasions
- Never

12. Which makeup products do you use in the following situations:

12.1. Spending the day at home

12.2. Going to class in a university/college

12.3. Going to work

12.4. Going to a job interview

12.5. Going on a date

12.6. Going to a club/bar with friends

- No makeup
- Foundation / BB cream /CC cream
- Concealer / Contouring palette or stick / Illuminator
- Bronzer / Blush

- Finishing powder / Setting powder / Setting spray
- Eyebrow pencil / Eyebrow shadow
- Eye shadow
- Eye pencil / Liquid eyeliner / Gel eyeliner
- Mascara
- Lip primer / Lip liner
- Lipstick / Liquid lipstick / Lip gloss

13. Which cosmetics do you keep in your bag/purse everyday (or most days) for touchups?

- No makeup
- Foundation / BB cream /CC cream
- Concealer / Contouring palette or stick / Illuminator
- Bronzer / Blush
- Finishing powder / Setting powder / Setting spray
- Eyebrow pencil / Eyebrow shadow
- Eye shadow
- Eye pencil / Liquid eyeliner / Gel eyeliner
- Mascara
- Lip primer / Lip liner
- Lipstick / Liquid lipstick / Lip gloss

14. How much time do you spend doing your makeup in each of the following situations?

	None	Less than 15min	15-30min	31-45min	46-60min	Over an hour
Spending the day at home	○	○	○	○	○	○
Going to class in a university/college	○	○	○	○	○	○
Going to work	○	○	○	○	○	○
Going to a job interview	○	○	○	○	○	○

Going on a date	○	○	○	○	○	○
Going to a club/bar with friends	○	○	○	○	○	○

15. Rate how much the following statements is from unimportant to important to you:

	Very important	Important	Neither important nor unimportant	Somewhat important	Unimportant
Wearing makeup in public	○	○	○	○	○
Wearing makeup to a job interview	○	○	○	○	○
Wearing makeup to work / university / college	○	○	○	○	○
Wearing makeup on a date	○	○	○	○	○
Wearing makeup to enhance self-appearance	○	○	○	○	○
Wearing makeup to	○	○	○	○	○

enhance self-
confidence

16. Do you feel makeup gives you any advantages? If so, please specify.

17. How happy are you with your natural face features? (without any makeup)

Please be as honest as you can, this survey is anonymous.

	Very happy	Happy	Neither happy nor unhappy	Somewhat unhappy	Unhappy
Eyes	○	○	○	○	○
Lips	○	○	○	○	○
Forehead	○	○	○	○	○
Cheeks and cheekbones	○	○	○	○	○
Chin	○	○	○	○	○
Overall face shape	○	○	○	○	○

18. How happy are you with your face after applying makeup?

Please be as honest as you can, this survey is anonymous.

	Very happy	Happy	Neither happy nor unhappy	Somewhat unhappy	Unhappy
Eyes	○	○	○	○	○
Lips	○	○	○	○	○
Forehead	○	○	○	○	○

| Cheeks and cheekbones | ○ | ○ | ○ | ○ | ○ |
| Chin | ○ | ○ | ○ | ○ | ○ |

Only for male participants

19. Which facial features in a female are most attractive to you?

    Number each facial feature from 1 to 6, where 1 is for most attractive and 6 is for least attractive.

    - Eyes
    - Lips
    - Forehead
    - Cheeks and cheekbones
    - Chin
    - Overall face shape

20. What is the first word(s) or association(s) that comes to your mind when you hear or notice certain female facial feature?

    - Eyes
    - Lips
    - Forehead
    - Cheeks and cheekbones
    - Chin
    - Overall face shape

Part for both sexes

21. To which social class each female belongs?

    - Upper class
    - Middle class
    - Lower class
    - Unemployed

22. Which level profession each female belongs to?

    - High status position
    - Average status position
    - Low status position

- Unemployed

23. Arrange the females from healthiest to least healthy.

- Healthiest female
- Healthy female
- Less healthy female
- Least healthy female

24. Arrange females from most likely to least likely be in a happy relationship

- Most likely
- Likely
- Somewhat likely
- Least likely

25. Arrange females from most likely to least likely having a fulfilling social life

- Most likely
- Likely
- Somewhat likely
- Least likely

26. Arrange the females from most beautiful to least beautiful

- Most beautiful
- Beautiful
- Somewhat beautiful
- Least beautiful

Appendix 2 - Questionnaire results

Female demographics

Age:

Mean – 27.94 years

Median – 26 years

Mode – 23 years

Standard deviation – 6.07

Range – 19 – 44 years

Sexual Orientation:

Heterosexual	82	78.10%
Homosexual	0	0%
Bisexual	18	17.14%
Pansexual	5	4.67%
Other	0	0%

Region:

Europe	104	99.05%
Northern America	1	0.95%

Employment status:

Student	35	33.33%
Employed for wages	51	48.57%
Self-employed	10	9.52%
Unemployed	8	7.62%
Homemaker	1	0.95%
Military	0	0%
Other	0	0%

Education level:

No schooling completed	0	0%
Some high school, no diploma	1	0.95%
High school graduate	11	10.48%
Some college credit, no degree	10	9.52%
Trade / Technical / Vocational training	7	6.67%
Bachelor's degree	58	55.24%
Master's degree	18	17.14%
Doctorate degree	0	0%

Male demographics

Age:

Mean – 28.92 years

Median – 28 years

Mode – 28 years

Standard deviation – 6.18

Range – 22 – 48 years

Sexual Orientation:

Heterosexual	18	69.23%
Homosexual	3	11.54%
Bisexual	4	15.38%
Pansexual	0	0%
Other	1	3.85%

Region:

Europe	26	100%

Employment status:

Student	5	19.23%
Employed for wages	14	53.85%
Self-employed	6	23.08%
Unemployed	1	3.85%
Homemaker	0	0%
Military	0	0%
Other	0	0%

Education level:

No schooling completed	0	0%
Some high school, no diploma	1	3.85%
High school graduate	6	23.08%
Some college credit, no degree	1	3.85%
Trade / Technical / Vocational training	2	7.69%
Bachelor's degree	12	44.15%
Master's degree	2	11.54%
Doctorate degree	1	3.85%

Females' part:

Do you wear makeup?

	Number	%
YES	100	95,24
NO	5	4,76

What was your age when you started wearing makeup?

Mean – 14.13 years

Media – 14 years

Mode – 13 years

Standard deviation – 2.01

Range – 10 -21 years

How often do you wear makeup?

	Number	%
Everyday, even if I am staying at home	4	3,85
Always when I am spending time in public	47	45,19
Sometimes when I am spending time in public	46	44,23
Only on special occasions	5	4,81
Never	2	1,92
SUM	104	100,00

Which makeup products do you use in the following situations:

Makeupo used in situations	Spending the day at home	Going to class in a university / college	Going to work	Going to a job interview	Going on a date	Going to a club / bar with friends	How much used	Which cosmetics do you keep in your bag everyday (or most days) for touch-ups?
No makeup	98	24	18	7	6	6	159	23
Foundation / BB cream / CC cream	4	63	66	79	84	82	378	20
Concealer / Contouring palette or stick / Illuminator	4	42	46	62	67	69	290	17
Bronzer / Blush	1	37	44	56	68	70	276	13
Finishing powder / Setting powder / Setting Spray	2	38	44	56	62	65	267	33
Eyebrow pencil / Eyebrow shadow	6	57	65	74	76	77	355	21
Eye shadow	0	22	29	52	65	76	244	6
Eye pencil / Liquid Eye liner / Gel Eye liner	2	35	40	53	70	80	280	19
Mascara	4	77	82	93	96	92	444	26
Lip primer / Lip liner	0	7	10	16	29	33	95	7
Lipstick / Liquid lipstick / Lip gloss	4	29	41	56	68	75	273	60
products used among all females	*27*	*407*	*467*	*597*	*685*	*719*		222

How much time do you spend doing your makeup in each of the following situations?

Time spent for makeup	Spending the day at home	%	Going to class in a university/college	%	Going to work	%	Going to a job interview	%	Going on a date	%	Going to a club/bar with friends	%
None (1)	90	88,24	12	11,76	11	10,78	6	5,88	3	2,94	3	2,94
Less than 15min (2)	9	8,82	70	68,63	64	62,75	37	36,27	27	26,47	24	23,53
15-30 (3)	3	2,94	20	19,61	26	25,49	47	46,08	43	42,16	44	43,14
31-45 (4)	0	0,00	0	0,00	1	0,98	12	11,76	21	20,59	20	19,61
46-60 (5)	0	0,00	0	0,00	0	0,00	0	0,00	8	7,84	9	8,82
Over an hour (6)	0	0,00	0	0,00	0	0,00	0	0,00	0	0,00	2	1,96
SUM	102		102		102		102		102		102	

Rate how much the following statements is from important to unimportant to you:

Importance of wearing makeup	Wearing makeup in public	%	Wearing makeup to a job interview	%	Wearing makeup to work / university / college	%	Wearing makeup in social situations	%	Wearing makeup on a date	%	SUM	SUM %
Very important (1)	7	6,86	36	35,29	6	5,88	16	15,69	35	34,31	100	19,61
Important (2)	38	37,25	49	48,04	41	40,20	47	46,08	47	46,08	222	43,53
Neither important nor unimportant (3)	30	29,41	8	7,84	27	26,47	19	18,63	7	6,86	91	17,84
Somewhat unimportant(4)	11	10,78	2	1,96	15	14,71	8	7,84	7	6,86	43	8,43
Unimportant (5)	16	15,69	7	6,86	13	12,75	12	11,76	6	5,88	54	10,59
SUM	102	100,00	102	100,00	102	100,00	102	100,00	102	100,00	510	100,00

Importance of wearing makeup	Wearing makeup to enhance self-appearance	%	Wearing makeup to enhance self-confidence	%	SUM
Very important (1)	22	21,57	25	24,51	47
Important (2)	**52**	50,98	**51**	50,00	103
Neither important nor unimportant (3)	14	13,73	9	8,82	23
Somewhat unimportant(4)	7	6,86	9	8,82	16
Unimportant (5)	7	6,86	8	7,84	15
SUM	102	100,00	102	100,00	204

How happy are you with your natural face features? *With and without makeup*

	Without makeup	*hapiness %*	*comparison %*	With makeup	*hapiness %*	*comparison %*
	Eyes					
Very happy (1)	21	*20,59*	*6,23*	56	*55,45*	*16,62*
Happy (2)	61	*59,80*	*10,95*	40	*39,60*	*7,18*
Neither happy nor unhappy (3)	13	*12,75*	*5,35*	3	*2,97*	*1,23*
Somewhat unhappy (4)	4	*3,92*	*6,45*	1	*0,99*	*1,61*
Unhappy (5)	3	*2,94*	*15,79*	1	*0,99*	*5,26*
	Lips					
Very happy (1)	28	*27,45*	*8,31*	35	*34,65*	*10,39*
Happy (2)	54	*52,94*	*16,02*	48	*47,52*	*8,62*
Neither happy nor unhappy (3)	14	*13,73*	*4,15*	15	*14,85*	*6,17*
Somewhat unhappy (4)	5	*4,90*	*1,48*	1	*0,99*	*1,61*
Unhappy (5)	1	*0,98*	*0,30*	2	*1,98*	*10,53*
	Forehead					
Very happy (1)	25	*24,51*	*7,42*	26	*25,74*	*7,72*
Happy (2)	38	*37,25*	*6,82*	46	*45,54*	*8,26*
Neither happy nor unhappy (3)	30	*29,41*	*12,35*	24	*23,76*	*9,88*
Somewhat unhappy (4)	7	*6,86*	*11,29*	4	*3,96*	*6,45*
Unhappy (5)	2	*1,96*	*10,53*	1	*0,99*	*5,26*
	Cheeks & Cheekbones					
Very happy (1)	21	*20,59*	*6,23*	39	*38,61*	*11,57*
Happy (2)	47	*46,08*	*8,44*	43	*42,57*	*7,72*
Neither happy nor unhappy (3)	24	*23,53*	*9,88*	18	*17,82*	*7,41*
Somewhat unhappy (4)	10	*9,80*	*16,13*	0	*0,00*	*0,00*
Unhappy (5)	0	*0,00*	*0,00*	1	*0,99*	*5,26*
	Cheek					
Very happy (1)	15	*14,71*	*4,45*	22	*21,78*	*6,53*
Happy (2)	36	*35,29*	*6,46*	43	*42,57*	*7,72*
Neither happy nor unhappy (3)	35	*34,31*	*14,40*	31	*30,69*	*12,76*
Somewhat unhappy (4)	12	*11,76*	*19,35*	4	*3,96*	*6,45*
Unhappy (5)	4	*3,92*	*21,05*	1	*0,99*	*5,26*
	Overall face shape					
Very happy (1)	16	*15,69*	*4,75*	33	*32,67*	*9,79*
Happy (2)	49	*48,04*	*8,80*	52	*51,49*	*9,34*
Neither happy nor unhappy (3)	24	*23,53*	*9,88*	12	*11,88*	*4,94*
Somewhat unhappy (4)	12	*11,76*	*19,35*	2	*1,98*	*3,23*
Unhappy (5)	1	*0,98*	*5,26*	2	*1,98*	*10,53*

Males' part

Which facial features in a female are most attractive to you?

Number each facial feature from 1 to 6, where 1 is for most attractive and 6 is for least attractive.

	Eyes	%	LIps	%	Forehead	%	Cheeks and cheekbones	%	Chin	%	Overall face shape	%
1 - most	**19**	***73,08***	2	7,69	1	3,85	1	3,85	0	0,00	3	11,54
2	2	7,69	**12**	***46,15***	2	7,69	1	3,85	3	11,54	5	19,23
3	1	3,85	4	15,38	3	11,54	8	30,77	3	11,54	**8**	***30,77***
4	1	3,85	5	19,23	3	11,54	**9**	***34,62***	4	15,38	4	15,38
5	2	7,69	2	7,69	3	11,54	4	15,38	**12**	***46,15***	3	11,54
6 -least	1	3,85	1	3,85	**14**	***53,85***	3	11,54	4	15,38	3	11,54

Part for both females and males: Rating female models

Model =	1		2		3		4	
	Female %	Male %	Female %	Male %	Female %	Male %	Female %	Male %
To which social class each female belongs?								
Upper class	36,26	18,18	8,51	22,73	24,18	9,09	31,87	50,00
middle class	36,26	40,91	8,51	18,18	39,56	22,73	16,48	18,18
lower class	20,88	27,27	26,60	22,73	18,68	31,82	34,07	18,18
unemployed	6,59	13,64	56,38	36,36	17,58	36,36	17,58	13,64
Which level profession each female belongs?								
High status	*41,49*	31,82	*4,40*	0,00	*35,16*	27,27	*18,48*	40,91
Average status	*36,17*	27,27	*10,99*	18,18	*34,07*	31,82	*18,48*	22,73
Low status	*11,70*	22,73	*26,37*	40,91	*17,58*	9,09	*44,57*	27,27
Unemployed	*10,64*	18,18	*58,24*	40,91	*13,19*	31,82	*18,48*	9,09
Arrange the females from most healthy to least healthy.								
Healthiest	*30,11*	42,86	*2,27*	4,76	*56,84*	34,78	*8,70*	17,39
Healthy	*49,46*	23,81	*7,95*	4,76	*18,95*	26,09	*22,83*	43,48
Less healthy	*11,83*	23,81	*23,86*	23,81	*9,47*	26,09	*55,43*	26,09
Least healthy	*8,60*	9,52	*65,91*	66,67	*14,74*	13,04	*13,04*	13,04
Arrange females from most likely to least likely be in a happy relationship								
Most likely	32,26	36,36	4,49	4,55	49,45	45,45	13,19	13,04
Likely	43,01	45,45	8,99	4,55	25,27	18,18	21,98	34,78
Somewhat likely	16,13	9,09	17,98	18,18	14,29	27,27	51,65	43,48
Unlikely	8,60	9,09	68,54	72,73	10,99	9,09	13,19	8,70
Arrange females from most likely to least likely having a fulfilling social life								
Most likely	29,67	45,45	27,27	0,00	23,91	22,73	19,35	31,82
Likely	27,47	27,27	17,05	4,55	21,74	27,27	33,33	40,91
Somewhat likely	27,47	18,18	17,05	31,82	21,74	31,82	33,33	18,18
Unlikely	15,38	9,09	38,64	63,64	32,61	18,18	13,98	9,09
Arrange the females from most beautiful to least beautiful								
Most beautiful	33,33	31,82	6,52	9,09	29,35	22,73	30,77	36,36
Beautiful	34,41	36,36	7,61	9,09	32,61	22,73	25,27	31,82
Somewhat beautiful	22,58	22,73	16,30	27,27	27,17	27,27	34,07	22,73
Least beautiful	9,68	9,09	69,57	54,55	10,87	27,27	9,89	9,09