

UNCOVERED



MASTHEAD

ARTICLE: THE SCIENCE OF MAKEUP

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letter from the EDITOR

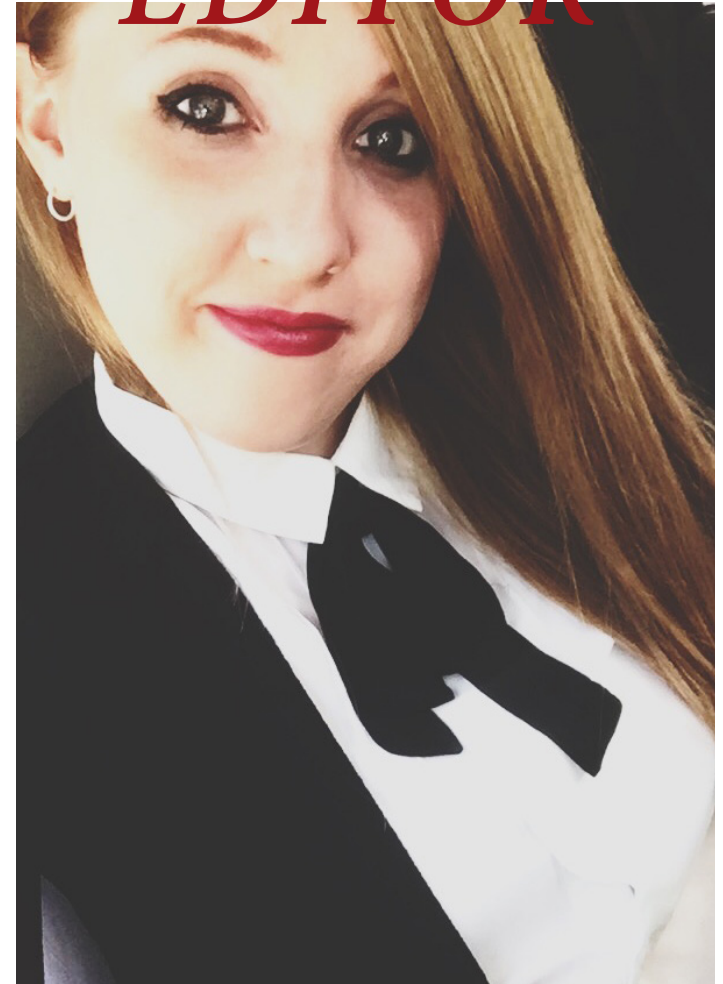
This is a publication on the culture of cosmetics. It explores the history, reasoning, and effects that makeup has had on society. It displays that makeup goes beyond the idea that its purpose is only to enhance the beauty of women. Makeup is a science.

I'd like to give a special thanks to my sister, Heidi, and my best friend, Heather who helped me immensely with the photos for this publication. Thank you for being brave and letting me plaster photos of your faces throughout this publication. I know it's not always the most comfortable thing to do, and I appreciate the both of you so dearly.

Uncovered magazine is passionate about the world of cosmetics, and bringing awareness to the power makeup continues to bring to society. I hope that after you read this, you know that with or without makeup, you're all beautiful in your own way.

Warmest regards,

Emily Olson



a complicated *RELATIONSHIP*



Women and makeup have a complicated relationship. Some revel in it, running from CVS to Sephora to try on every last trend, delighting in transforming their look with the flick of a brush. Others keep it simple, sticking with the bare basics and often forgetting to put it on at all. And many abhor the stuff, either because they don't like its feel on their skin, or don't like what it stands for. Love it or hate it, women have been using makeup, in different forms, for a very long time. Fashionable sixth century women made their faces paler by bleeding themselves, either directly or with the help of leeches. During the Italian Renaissance, women coated their faces with toxic chemicals including arsenic, lead and mercury. It was even popular to look sickly in the 19th century, when tuberculosis was considered a "romantic" disease. Women of that era emphasized the circles under their eyes and used rouge to look flushed with fever.

“THE FIRST RECORDS OF MAKEUP
DATE BACK TO 3500 BC.”



makeup +

CULTURE

When did people first start using makeup? No one is 100 percent sure. The first archeological records of clear makeup use come from Ancient Egyptian and Sumerian tombs dating as far back as around 3500 BC. They used soot and other natural ingredients to paint their faces, and even had specialized tools to apply their makeup. However, paints and other means of self-decoration date back tens of thousands of years. Archaeological sites in South Africa provide evidence that body paint may have been used over 50,000 years ago, suggesting people painted their bodies before they even wore clothes. Even our closest relatives, the Neanderthals, may have worn makeup and jewelry. But the real question is, why? Not why do we wear it—anyone who has ever felt gorgeous after a swipe of rosy blush can tell you that makeup can help us feel, and thereby look, pretty—but rather, why does it work?

In the animal kingdom, females advertise sexual availability and quality through physical signals. Whether it's red rumps or elaborate behaviors, these wild women make it well known to potential mates that they're interested in, ready for and capable

of producing healthy babies. We humans lack these flagrant signals—it's almost impossible to tell if a woman is fertile. Almost.

If you look at makeup use across cultures and eras, a pattern emerges. In theory, one could put color anywhere on the face. But all cultures have independently agreed on certain beauty principles: Makeup is used to even the complexion, darken the eyes, pinken the cheeks and redden the lips, no matter if you're a doll-like Japanese Geisha, an Ancient Egyptian or a modern American woman primping for a Saturday night out.

“The maintenance of youthful features and the exaggeration of female typical traits can be found in almost every culture,” says Dr. Bernhard Fink, a professor at the University of Göttingen who studies the evolutionary psychology of human mate preferences. Makeup works because it exaggerates (or completely fabricates) our natural signs of youth, fertility and sexual availability, thus making a woman seem more appealing. In other words, it works because it's a darn good lie.

“THE FIRST RECORDS OF MAKEUP
DATE BACK TO 3500 BC.”





red means *MORE*

Studies have shown that women's faces are more attractive to both sexes near ovulation, when they're most fertile. During this time, the relative concentration of the hormone estrogen rises in comparison to progesterone. This hormonal shift enhances vascular blood flow under the skin's surface, which has a few side effects: Women near ovulation report that they're more easily turned on and have more interest in sex. But this increase in blood flow also leads to visible signals—pinker cheeks and redder lips. Thus by putting on reddening lipstick, we accentuate a natural signal of fertility.



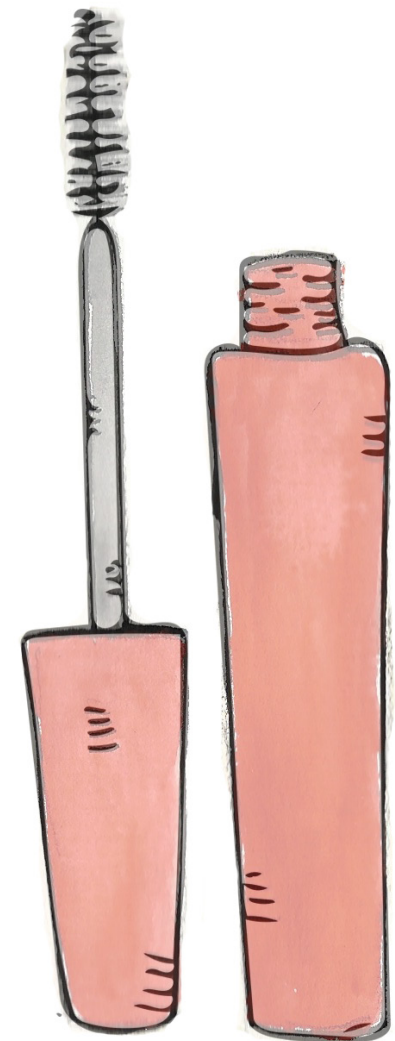
“BY PUTTING ON REDDENING LIPSTICK, WE ACCENTUATE A NATURAL SIGN OF FERTILITY.”



more dark...

MORE FEMININE

On top of that, blood flow also increases during arousal, so those red lips and pink cheeks are not only implying that her body is ready to have a baby, they're also saying that she's interested in having that baby with you, the man she's talking to right now, which of course is bound to draw attention from potential suitors. Eye makeup and lipstick work synergistically to make a face appear more feminine. "Women tend to be naturally darker around their eyes and mouths than men of the same skin tone. When women use cosmetics to darken the eyes and lips, they are exaggerating this sex difference to make the face appear more feminine," explains Dr. Richard Russell, an Assistant Professor of Psychology at Gettysburg College. The key, Russell has found, is contrast. The darker the facial features in relation to the skin tone, the more feminine a face appears. His research has shown that this phenomenon is so important in distinguishing gender that the exact same face can be perceived as either male or female depending on the level of contrast.



masculine vs. **FEMININE**



In Russell's study, two near-identical faces were made by blending male and female faces. The only difference between the two was that one face had a lighter skin tone, thus creating more contrast. Most subjects thought the face with less contrast was male and the one with more contrast was female even though they had the exact same eyes, nose and mouth! Russell also found that when you digitally darken the eyes or the lips of a woman's face, it becomes more attractive, while the opposite is true for a man's.

It's not just bold colors that matter. Foundation and cover-up also play a large role in making a woman look more attractive because even skintones give the impression of youth. "Both skin topography and skin coloration affect the perception of facial age, health and attractiveness," says Fink. "Skin topography seems to be a strong age cue while skin coloration is a stronger predictor of facial health perception." When we're young and healthy, our skin is flawless. But as we get older, our skin tends to get discolorations and become less even-textured, whether from the sun, scars or other kinds of damage. It's not surprising that covering up such imperfections makes us appear younger and healthier.



“DARKENING THE EYES OR LIPS OF A WOMAN’S FACE IS MORE ATTRACTIVE THAN IT IS FOR MALES.”

no makeup

VS. MAKEUP

But, you'll often hear women say, MY (boyfriend/husband/partner/whoever) says that I look prettier without makeup! Well, it's true that when you poll men about their makeup preferences, as many as one in five says their significant other wears way too much makeup, while one in ten wishes that women didn't wear makeup at all. There is no doubt that a good portion of men will gladly say women look prettier without it. While that's certainly a nice sentiment, their actions speak louder than their words. Study after study has found that when shown pictures of women with and without makeup, men (and women!) consistently rate images with makeup as more attractive, confident, feminine and healthy.

Makeup doesn't just change how men view a woman's looks. When asked about personality measures, men also give higher scores to women who wear makeup. Waitresses wearing makeup also earn higher tips from their male clientele. Studies have found that guys think those makeup-wearing gals have more prestigious jobs and are more intelligent, secure, interesting and organized!

- ✓ *more intelligent*
- ✓ *secure*
- ✓ *interesting*
- ✓ *organized*



cosmetics are a **CATCH**



We're not saying wearing makeup is more likely to get you hit on at a bar, but Dr. Nicolas Guéguen, from Université de Bretagne-Sud, is. He found that men approached a woman sooner and more often when she wore makeup than when she didn't. Guéguen thinks that makeup may not be just about looking prettier, though. "Perhaps the effect of makeup is not to enhance physical attractiveness per se," he writes, "but to serve as a cue to males that 'this female might be available.'" Whatever makeup says, it works, and not just on the men. Women feel prettier when they're wearing makeup.

A study of American college students found women had higher opinions of their own bodies and appearance when made up. Putting on cosmetics has been shown to boost self-image in a variety of different women, from the elderly to surgery patients. It's no wonder that we shell out around \$40 billion dollars a year on this stuff. We are drawn to makeup because it taps into our primal urge to enhance our own femininity, distinguish ourselves from men and prove that we are a catch—whether we realize that's what we're doing or not.





interview:

Q & A

HEATHER BONAR

22 YEARS OLD

MAKEUP WEARER

YOUNIQUE MAKEUP SALESPERSON

MARIETTA, OH

We sat down with a woman who is a part of the makeup culture of modern day. Not only is she a participant in the world of women who wear makeup, but she sells it, too! We gathered some of her thoughts on makeup, and her opinions on the scientific side of cosmetics.



“WEARING MAKEUP MAKES ME FEEL
BETTER ABOUT MYSELF.”

1. What age did you start wearing makeup?

H: I started when I was 14 years old.

2. What inspired you to start and why do you currently still use it?

H: Honestly, my mom. She was doing her makeup different ways and I wanted to learn how, so she taught me. I currently still use it for numerous reasons, 1) Sell a brand of makeup called Younique—you obviously should wear a product if you sell it for that specific business. 2) It makes me feel better about myself.

3. What type of makeup do you use toward your every day look?

H: Foundation! It works wonders. haha It's one of those makeups that doesn't make it obvious that you're wearing makeup at all unless you really get a closer look. It also can almost completely change the structure of your face. It's a powerful thing.

4. What's your favorite makeup application and why?

H: Mascara! I just love how it gives me that really long eyelash look if you know what I mean. Makes your eyes pop in my opinion.

5. Is there a makeup application you'd consider to make people the most feminine looking? Why?

H: Blush. Rosy cheeks really give color to your look. It's one of the things that most distinguish women's faces from men's. Guys have pretty bland faces. Pretty sure the only time I see any color on them is if they just got back from working up a sweat in the gym or something. Rosy cheeks just screams feminine to me.

6. Does wearing makeup impact your attitude and personality? How?

H: Yes, makeup has impacted my attitude and personality! It impacts my attitude and personality because with makeup—I feel better about myself and it honestly puts me in a more positive mood. I'm more outgoing with it on, and I'm not always down on myself like I am without wearing any. Sometimes if I go out in public without it on, I'm self-conscious about how people will look at me. Makeup is kind of like this weird mask of confidence that you put on your face every day.

7. Would you say that wearing makeup has made you more successful and liked? If so, how?

H: Successful? Yes, because I'm selling it. I also guess that it has influenced my chances of developing a relationship with a guy because it gets me more noticed. Liked? I guess you could say for liked as well. Selling and wearing makeup has given me the opportunity to meet new people from everywhere around the world, and it also seems to spark up more conversations when I'm wearing it at my other job. I've noticed especially back in high school, the popular girls would always be wearing makeup. The not so popular girls didn't always put much effort into their everyday look. I always kind of wondered if those popular girls stopped putting on makeup every day, and didn't iron their hair, if they'd still have that “popular” label. It's funny how makeup can completely change people's perceptions of you.

8. How much do you generally spend on makeup?

H: Before, it was only like \$10 if that, but now—definitely more than that. I've spent over \$100 on makeup now that I've worked at Younique.

9. Many men declare that their significant other is prettiest without makeup, but their actions say differently. Would you agree with this based on personal experience with your relationships?

H: Yes, yes, yes! I agree! When I wear makeup, I simply get more comments such as, “You look hot.” When I don't wear it, I don't get noticed as much. I've had boyfriends not give me many compliments when I haven't worn makeup, but when it's on—I get comments galore. Guys definitely give more attention to women who wear makeup compared to those who don't.

