

# Study of Emotional Activity by Cosmetic application on Elderly People with Alzheimer Disease and on Those with Senile Dementia Symptoms

**Haruyo Hama**

*Doshisha University Faculty of Letters*

This study aims at demonstrating the effectiveness of the use of cosmetics on elderly people with Alzheimer disease and on those with senile dementia symptoms.

Our hypothesis is that the use of cosmetics may heighten their self-image and accompanying that the subjects' senile dementia symptoms might be improved or slowed. The experiment consists of two parts. Fifty three elderly people-all females-were recommended by the doctors of an elderly people's health care center to participate in Experiment I. From these 36 were selected-17 who were staying at the center and 19 who went to the center as out-patients. The average age of the subjects was 82. Five were recommended for Experiment n by a psychiatrist at a public hospital from away his out-patients with Alzheimer disease. Those 5 are to participate in our experiment on a contributing long-term basis. Their average age is 66.

The results reveal: (1) Fundamental frequencies (Fo) of the voices of almost all subjects increased after they received a makeup application, and those frequencies got higher as the sessions progressed. This suggests that the makeup applications raise the subjects' feeling to a positive state. (2) The time spent looking at themselves in the mirror after the makeup application also increased session by session. (3) Besides our objective analysis of the data, their family members, doctors and nurses also reported to us that the senile dementia conditions of the subjects had improved. In this report, only one case of each experiment was reported in detail.