

The Cosmetological Tradition in Asia and its Transformation under the Age of Globalization

Hiroshi Yamashita

Tohoku University

Asia, or more specifically so-called "Monsoon-Asia" in celebrated Tetsuro Watsuji's terminology, is undergoing rapid globalization in various aspects of human life including fashion and cosmetics. However, Asia still retains the cosmetological tradition deep-rooted in its history and culture with the span of thousands of years. In this study, we take up the indigenous way of cosmetology and its cultural significance as well as the dynamics of transformation in the present era of extensive globalization.

In the present paper, the focus will be placed on the role of eyes and their accentuation employing native cosmetological techniques. We will point out the magical significance of those traditions widely observed in Asia, from the viewpoint of ritualism and native religious institutions.

Finally, we will sum up the discussion and properly locate it in the broad context of anticipated cosmetological research project with encompassing perspectives.