

# **Psychophysiological Effects of Cosmetic Behavior in Healthy Women**

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The present cross-over randomized control study aims to obtain basic data concerning changes in the psychophysiological parameters of women due to their facial cosmetic behaviors. Sixty female university students (average age  $21.22 \pm 1.1$  // range 20-24) without health concerns, who exhibited similar live styles and reported to use facial makeup every day, were recruited for the trial. After their informed consent to the procedures, all participants made up their faces using their own cosmetic tools for 30 min (makeup time) or imitated the use of makeup with placebo items for 30 min (control time). All study participants filled out mood questionnaires before and after both “makeup time” and “control time”. Simultaneously, saliva samples were collected and subsequently analyzed via ELISA. The parameters of “makeup time” were compared with those of “control time” using the paired t-test. Salivary cortisol levels measured after “makeup time” were significantly higher than after “control time” ( $t=-1.86$ ,  $p=0.068$ ). Scores of “depression” ( $p<0.001$ ), “anger-hostility” ( $p=0.002$ ) “fatigue” ( $p=0.002$ ) and “confusion-bewilderment” ( $p<0.001$ ) as evaluated from the questionnaires were significantly lower after “makeup time” than after placebo activity. In contrast, the score of “vigor-activity” ( $p<0.001$ ) was significantly higher after the use of real makeup than after “control time”. The presented data suggest a pronounced psychophysiological influence of facial cosmetic behaviors on young women in their twenties.