**Some Purposes of Wearing Makeup:**

**New Products through “Real” and “Fake”**

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A: Hello, everyone. In this information-oriented society, we girls are strongly influenced by the mass media. These media have impressed upon us the importance of “attracting men” as an element of “the ideal image of a woman.” In particular, we are encouraged to use makeup to help find an ideal man. However, do women only wear makeup to look for Mr. Right?

B: Today, we will show you other significant reasons and suggest some ideal makeup using the concepts of “real” and “fake.” First, we will talk about the three purposes of wearing makeup. Next, we will show you two kinds of makeup we designed to satisfy these three purposes. In the end, we will conclude this topic and refer to some future problems.

C: Before beginning our discussion, we’d like to tell you about cosmetics and makeup. Cosmetics are substances that you put on your face or body to improve your appearance and they are used by both genders. On the other hand, makeup is a subcategory of cosmetics, and is usually used by women on their faces. [showing some pics]

In addition, we should explain the terms “real” and “fake.” In this presentation, we will use the word “real” to mean “as it is.” To the contrary, “fake” which is the opposite of “real,” stands for “intentionally untrue,” that is intended to deceive other people.

Now, please enjoy our presentation!

B: Well, to begin with, why do we wear makeup? We have found three important purposes of makeup. 1) The first one is to increase a woman’s beauty and to raise her spirits. 2) The second one is to be respectful towards and accepted by others. 3) To keep the skin smooth and moisturized is the third purpose.

Then, let’s consider the first purpose. Suppose that a woman has an important presentation at school or in an office. If she is eager to put on her makeup a little differently, it will let her put more spirit into her performance. In truth, by wearing makeup, women can feel more confident and uplift their mood. As for “real” and “fake,” wearing makeup may be considered “fake.” However, if the wearer is satisfied with her face in her makeup, her face is emotionally “real” to herself.

C: Next, let’s consider the second purpose. For a certain group of women, sprinkling their faces with golden glitter and applying shocking pink lipstick is “real.” However, for those of us outside that group, we cannot help regarding such a flamboyant face as “fake” because it is far from their original one and is inappropriate for many social situations. In our opinion, a woman wears makeup to be accepted by and to show respect for other people. As well as an emotionally “real” face, it is important to put on makeup to make a socially “real” face.

A: Now, let’s take a look at the third purpose. A lot of older women wear makeup to prevent or hide wrinkles and spots, and even young women use makeup in order to stay looking young. However old we are, it is very important to keep our skin smooth and moisturized. Still, even though some makeup uses ingredients which may be harmful, the makers do not warn us about their side-effects. As most women continue to wear makeup for many years, long-term chemically “real” makeup, that is, makeup which only uses safe materials, need to be developed.

B: Well, referring to “real” and “fake,” we have just shown the three main purposes of wearing makeup from the emotional, social, and chemical viewpoints. Then, how can we fulfill these three elements in designing a new kind of makeup? What makeup should we pursue? Today, we will suggest two kinds of products. One is a product which reacts to the wearer’s body, and the other one is generated from a substance which naturally occurs in a woman’s body.

C: The first one is a makeup which produces attractive colors on various parts of the wearer’s face by reacting with the surface of the skin. A human’s skin is weakly acidic and contains water, and its acidity mostly stays almost unchanged. Looking at these characteristics, we suggest a makeup containing a pigment that changes according to the pH of the skin.

A: A representative reagent whose color changes with pH is methyl orange, and its structure is like this. Under acidic conditions, a double bond is constructed between two benzene rings and a sodium ion. This structure absorbs light of longer-wavelength; thus, reddish brown methyl orange turns into pink or orange. In fact, this material has already been used in a lipstick which changes its color.

What is more, when another pigment, for example, a thermal dye which changes its color depending on a temperature is also added to the material, a variety of colors which subtly change with the wearer’s skin conditions can be expressed on a face.

C: The second makeup we want to suggest uses a female hormone. It has been shown scientifically that a woman becomes more beautiful when she falls in love. This is because the release of estrogen, a female hormone, influences her body, especially her skin. Thus, using estrogen, we hope to develop a kind of makeup to make and keep women more beautiful even when they are not in love.

B: Estrogen has the abilities both to generate collagen and to keep hair beautiful. The secretion of estrogen is kept at a proper level due to the secreted follicle stimulating hormone acting on the womb. If you take more estrogen than you need from outside of your body, your body will adjust the hormone levels. However, very high levels of estrogen have been linked to ill health and cancer. As a result, it is thought to be difficult to utilize estrogen practically. Despite this, it deserves researching.

C: Now, finally, we will conclude our presentation. As noted, a woman’s makeup has three purposes: 1) to make her look more beautiful and raise her spirits, 2) to gain social acceptance and show respect, and 3) to keep her skin smooth and moisturized. We have looked at these three purposes from the viewpoint of “real” and “fake,” and have suggested two examples of ideal makeup.

B: Well, excuse me, Sena.

C: Yes?

B: I still cannot understand why these new kinds of makeup are ideal. Would you explain a little about “real” and “fake” regarding these products?

C: OK. Well, we think that they are “real” because weakly acidic skin, body heat, and female hormones are all generated by women’s bodies. They are far from “fake,” aren’t they?

B: Oh, I see. Thank you for your explanation.

A: Well, generally speaking, it may be difficult to commercialize our ideas for new makeup. For instance, they may affect sensitive skin or cost too much to purchase. Nevertheless, our ideal makeup can make ourselves “real” by using materials from inside our bodies. If women can live as they are with such “real” makeup, they will be able to feel more confident and spend more satisfying lives.

Unfortunately, statistics shows that 90% of women feel putting on makeup is somewhat troublesome. So, as the next step, we will try to develop a kind of makeup which is easy to apply and can be used by anyone. We hope that a lot of women will be easily able to become “real” and also be able to enjoy wearing makeup more.