

# Makeup for "LGBTQIA"

## : Sexual Individuality and Cosmetics

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### 1. Introduction

The term LGBT has recently become commonly known in Japan. LGBT is an acronym for Lesbian Gay, Bisexual, and Transgender.

These term is used to describe the sexual orientation of women (lesbians) who feel sexually attractive to the same sex, men (gays) who feel sexually attractive to the same sex, people who feel sexually attractive to both the same sex and the same sex (bisexual) and people (transgender) who do not agree with the physiological sex in their sex or their image of gender.

In recent years, it is creates Questioning /Queer, the new category that people don't know whether whoes sex or the image of the sex who express matches the physiological sex. So, it is often used the term as LGBTQ in addition to Questioning /Queer. More broadly, sometimes the term "LGBTQIA" is used including Intersex that is born with the physiological properties of men and women and Asexuality which has no love or sexual desire for others. The existence of term LGBTQIA indicates that sexual categories from the view point of sexual orientation and sexual self-acceptance become diversified.

For this reason, the phrase SOGI (Sexual orientation and Sexual awareness: Sexual Orientation and Gender Identity) has just begun to be used ("rudimentary knowledge about LGBT", liberty and justice, Japan Federation of Bar Associations, 2016). But it also does not hurt the impression that it is a word limited to sexual orientation or sexual self-acceptance.

Therefore, using the LGBTQIA to explain this paper.

### 2. Elements of sexuality

First of all, it is that to summarize the elements of sexuality.

In general, it is roughly considered to consist of four sex elements: physiological prosperity (sex from the body), sexual self-recognition (gender), sexual orientation (object of sexual interest) and sexual expression (role of gender expected by society).

In addition, according to K.Harima(LGBT and Gender Differences, Mental Sciences, Nippon Hyoronsha Co.,Ltd. 2016), sexual responses of physical / psychological responses during sexual conditions and reproductive ability (i.e., reproductive or non-reproductive ability or reproductive decisions such as birth/non-birth) are also included and categorize into the elements of sexuality.

However, it is not limited to the choice between men and women because there is an intersex which is born with physiological properties of men and women even though it is born physiologically. Sex orientation may also be of interest to the opposite sex or to the same sex or both sexes. In some cases, there is Asexuality they do not have a love or sexual desire for others. Moreover there is a so-called transgender in which men are physiological, women are sexual, and women are physiological, and men are sexual. Also some people believe that their sex recognition does not apply to men or women,

and others recognize that they have no gender in the first place.

In addition, even if physiological and sexual self-recognition are consistent, sexual expression may not be consistent. Socially expected gender roles are based on traditional male and female stereotypes.

For example, it is generally expected for each sex that women make up and men do not make up. On the other hand, the physiological sex and sexual self-awareness are male like a Ryuchell who is fashion model and TV talent in Japan and the sexual orientation is female at same time. It is not unusual today for such person to make cosmetics as well female.

Although it is that to summarize the elements of sexuality above, you may be much confused you in return. In other words, it is clear that sexuality is diverse.

### 3. From minority to individuality

LGBTQIA has so far been regarded as a term expressing sexual minority. People believe that male are certainly a man by nature. The woman is also convinced that who is a woman naturally. People know that the shape of the chromosome and the external genitalia and sexual self-recognition are considered to be coincidental. For this reason, transgender has been regarded as a "gender-identical disorder" as a psychiatric disorder with inconsistent gender between mind and body.

The Japanese Society of Psychiatry and Neurology has established "Guidelines for Diagnosis and Treatment of Gender Identity Disorders". However, is the existence of transgender abnormal things? When people talk to many transgenders, they feel it is not a few dislike being regarded as handicapped person them.

It is generally regarded that the Kingdom of

Thailand has a large number of transgenders. The lack of a statistical survey that can be compared between Japan and the Kingdom of Thailand makes it unknown in practice. Talking with Thai researchers, it is said that it is easy to coming out in Thailand, so both Japan and Thailand have no different ratios of LGBTQIA as well as transgender. In such the Kingdom of Thailand, for example, people will try to conduct a questionnaire paper survey. In Japan, gender is considered as a face item. In case of the Kingdom of Thailand, "others" are needed to set as the third sex on the assumption of so-called lady boys (one of transgenders) in addition to men and women. However, they (he/she) are sexually aware of themselves as men/women and are reluctant to check "others". They always answer their each sex by self-admission. The term third sex may also be kindly, but conversely may be prejudicial. They appeal that who are neither men nor women.

By the way, the Miss UNIVERSE Competition in 2018 took place in Bangkok, the Kingdom of Thailand. Movies contents that the Sarah Rose Summers as the U.S. representative joked on Vietnamese representative H 'Hen Niê who could not speak English well were spread on the Internet. Issues surrounding tolerance and respect have attracted attention. But another attracted person was on Spanish Angela Ponce. Spanish Angela was a transgender who underwent hormonal treatment at 16 years old, followed by sex-matched surgery. Gender is now flexible in the field of Beauty pageant.

Incidentally, lesbian and gay homosexuals were also classified as psychiatrically impaired as sexually oriented disorders (later, self-heterosexual homosexuality) before 30 years ago. At the present time, however, it has been deleted from American Psychiatric Association's diagnostic classification criteria. It is also quite conceivable that transgender, which is currently

categorized as disabled, has ceased to be disabled in decades.

In 2017, Belgian-born models, Hanne Gaby Odiele announced that he was an intersex. Intersex, as people have seen, is born with the physiological characteristics of men and women. Medically, intersex are called "sexual differentiation diseases" as external genital abnormalities. According to the Japanese Society for Pediatric Endocrinology, the ratio is 1 per 4,500 live births. However, Klinefelter syndrome in which the breast develops in males and females, is not uncommon because it accounts for 1 per 500 births.

Based on Dentsu Inc.'s conducted a survey of 69,989 people nationwide in Japan in April 2015 ("LGBT Survey 2015"), it found that 7.6% of the people belonging to the LGBT group. It means approximately 1 in 13. Is it low level or high? In this study, sexuality is classified into physiological, sexual self-awareness and sex-oriented.

The reason why the diverse expression such as sexual categories change from LGBT to LGBTQIA has been formed is that people are classified as either male or female at birth. The story that men like a man loves women and women like a woman loves men is truly conjecture and illusion.

People should not see LGBTQIA as a sexual minority and as majority or minority. Just now, it

is quite natural that everyone should recognize as a sexual individuality. Generally, it is hard to understand that it is different from others. It creates discrimination and prejudice. In recent years, awareness of LGBTQIA has been increasing. However, it is difficult to say that the existence has been accepted and the right has been granted.

In 2002, Annual Basic Plan for Human Rights Education and Awareness (approved by the Japanese Cabinet decided on March 15, 2002) are published and a plan to consider measures to encourage solution of sexual-oriented problems such as discrimination against homosexuals were included. In addition, according to the "Nippon 100 million Total Activities Plan" (approved by the Japanese Cabinet on June 2, 2016) and the "Basic Policies for Economic and Fiscal Management and Reform 2017" (approved by the Japanese Cabinet on June 9, 2017), the statements as follows is mentioned.

"Promote correct understanding against sexual orientation and sexual self-recognition and promote the creation of an environment in which society as a whole accepts diversity". Despite of current movements, even the media is strongly biased toward sexual orientation. Even Japanese member of parliamentarian makes remark that LGBTQIA is not productive, so people still understand sexuality in Japan.

#### 4. Why only women make up?

At the beginning of the book called the title "the Japanese Culture on Cosmetics" (Suiyousha, 2009) is written as follows. "Cosmetics are one of our daily activities regardless of gender" he says. "Cosmetics are carried out not only in Japan but also worldwide".

There are two reasons for this. First, cosmetics are a universal lifestyle. It is carried out not only in Japan but also in the United States, Europe and Africa. No one does not use cosmetics on Earth.

Cosmetics are behaviors regardless of gender or age. It tends to imagine only the ornamental cosmetics including foundation, mascara, eye shadow and rouge. In practice, however, products for skin care such as cleansing, lotion, and emulsion as well as fragrances, are also categorized into cosmetic. In this context, it can be seen that makeup is an action that takes place both in the East and West and without distinction of age or sex.

In September 2018, which producing the cosmetics which name is "THREE" announced the launching of a cosmetic brand for men, FIVEISM×THREE. Each media publicized highly the industry's-first makeup centered comprehensive cosmetics brand for men. However, even in Japan, there is no history that men did not use cosmetics.

Nothing is the action of smearing the pigment and decorating the face. According to Act on Ensuring the Quality, Efficacy, and Safety of medicine, Medical Devices etc. (former Pharmaceutical Affairs Act), cosmetics are defined as follows: cosmetics mean any article intended to be used by means of rubbing, sprinkling or by a similar application to the human body for cleaning, beautifying, promoting attractiveness and altering the appearance of the human body, and for keeping the skin or hair healthy. All of skin care, makeup, and fragrance belong to cosmetics. It is no wonder that both men and women use a cosmetics. However, a kind of cosmetic used, expression methods by cosmetics and the degrees differ only.

In the 1900s, the only men, especially military and student received facial beauty care. And even during the war, men had used a cosmetics.

In case of cosmetics for hair dressing, it had already been launched since the 1890s. Before the World War 2, there were cosmetics for men and for women respectively in the market. Yasuhiro Hanamori who published the magazine,

Kurashinotechou said before that "unnatural signboard such as cosmetics for men bring us a misleading sign. but it seems to be a hair oils, pomade, hair stick, hair tonics, lotions, milk lotions and cream. We used only those when we were young" (Kurashinotechou, 1972).

The February 2019 issue of the fashion magazine NYLON JAPAN published Christian Dior's advertising story as follows: "To a pure lip that appeals to everything you see in Dior Addict Lip Maximizers". This product has seven colors including pink, coral, and raspberry and so on. At first glance, this content seems no more than a kind of advertisement by a fashion magazine.

However, this of interest is the Japanese young music group, consisting of six men who serve as the model for this advertising article. There is no doubt that just used the men's idle which is popular with young women. But the catchphrase in the article is "shines him/her to pure." The subject of the catchphrase is both sexes. This is not advertising articles for aiming at curiosity, but articles are prepared with the awareness that cosmetics is a gender-independent behavior.

#### 5. Effect of cosmetics

It is that there are two main reasons why people do a makeup. First, it is for impression management. People expect to improve the first impression in the negotiation by means of the makeup. This is just the others consciousness function. Beautiful appearance and good appearance will lead to favorable evaluations from others. Second, it is the expectation of a self-fulfilling function of a high mood. Using cosmetics more aggressive and trying to gain confidence.

Speaking of the effects of cosmetics, above all the impression management becomes a focus of attention. As a result, cosmetics may often be neglected by being only transient thing. Sometimes they criticize the face as not being



Hanne Gaby Odiele  
Cited from Wikipedia

true. But people should not forget that cosmetics provides us physiological effects such as dispelling of the anxiety, recovery of self-confidence and increasing aggressiveness.

A change in appearance changes the inner surface. That is, in a large sense, cosmetics have a great power to change themselves.

Cosmetics are actions that are performed regardless of sexuality. Men and women can control and improve their stress event with a single nail polish. ("Actual Proof Study on the Adjustment Mechanism of Feeling with Manicure Using Profile of Mood States" and "Research on the Emotional State Change that Applying Makeup in the Form of Manicure has on Male", Bulletin of The Faculty of Education Bukkyo University) Nevertheless, if the effect cannot be exploited because of the stereotype for sexuality, it would be worthwhile.

In the psychological sense of cosmetics, to dress oneself has three ability including 1) functions of communication, 2) functions of self-reinforcing, confirming and transforming, finally 3) functions of promoting and inhibiting social interactions.

"Functions of communication" and "functions of promotion and inhibiting social interactions" are mainly other functions, while "functions of strengthening, confirmation, and transformation" are self-reliant functions. Generally people express what people they are by means of cosmetics ("a function of communication"). Cosmetics play a social role (in accordance with student, social person, someone's parent, child, etc.) and act appropriately (a function of self-strengthening, confirmation, and transformation function). It increases or decreases physical attractiveness through cosmetics and so controls communication with others (a function of "promoting/suppressing social interaction").

However, these are not independent, but they are in cooperation with each other. People know



Fluide, the U.S. cosmetic brand  
cited from [Http: www. fluide.us](http://www.fluide.us)

as much over the attractiveness of cosmetics through a mirror or other people's reactions. Sexuality and individuality that want to express by means of cosmetics are realized and strengthened, and personal image is changed drastically. As a result, the changed image creates positive behavior and promotes social interactions with others. In other words, the makeup brings into harmonize with the gender and appearance in daily life (functions of communication) and also brings self-confidence by establishing ones identity (functions of self-reinforcing, confirming and transforming).

## 6. Specific abuse to LGBTQIA

Dressing up relates to the elements of sexuality in terms of expressions of sex. From a makeup point of view, in situation of unspoken stereotypes where women make up and conversely men do not make up, they are forced to make up or are forced not to make up. This means essentially the same as denying and insulting in discriminatory terms such as Okama(Shemale), Homosexual, and Lesbian. In some cases, they are not only confined to the home and restrict their behavior but also expresses a sense of guilt by phrases including "It is a sham at home," "Don't walk outside in such a way." However, the idea that the makeup is only

women in the first place is a conjecture. Since history, makeup has been carried out regardless of gender, and it is an action unrelated to sexuality.

Both sexual assaults such as "marriage to make a child" and sexual assaults that attempt to teach the attractiveness of the sex through sexual act is one of sexuality abuse. The LGBTQIA cannot be changed with a will of themselves or with an appeal from others. Nevertheless, in an attempt to correct the LGBTQIA from its lack of perception, the surroundings are pressured.

## 7. Cosmetics for all sexualities

The Cosmetic brand, Fluide (<https://www.fluide.us>) developed by Laura Kraber and Isabella Giancarlo was launched at the United States in February 2018. The concept of this brand is "to enable anyone to freely express themselves by makeup," these cosmetics are available for all gender/colors.

It is concluded that there are big difference between men and women in sebum secretion and characteristic of skin.

So, it is naturally that there may be categories of cosmetic for men and for women. Similarly, clothing is planned and manufactured and sold on the assumption that body shapes between male and female are different obviously. In fact, beside categories in the each dress type for men and women, there are a UNISEX regardless gender and Cross Sex, a kind of dress type that enjoys fashion beyond sexuality as well. If people are in situations like this, it is not strange there may be cosmetic for those who have not been identified as gender or sex.

Many companies recently begin to attention to recognize existence of LGBTQIA as a human right, while as a market. In May 2016, Japan LGBT Research Institute Inc. had conducted a Survey (LGBT Awareness and Behavior Survey) by 828 LGBTQIA personnel (aged 20-59) and 208 non

LGBTQIA personnel across the country. According to the investigation result, the monthly expenditure of the LGBTQIA group was 8,630 yen, which was 133% higher than the expenditure of the non LGBTQIA group of 6,505 yen. From this, the tendency of LGBTQIA groups can be seen to emphasize a fashion. Cosmetics and beauty-related expenditures amounted to 3,869 yen for the LGBTQIA group.

It has also been found that it tends to be slightly higher than the 3,580 yen of the non LGBTQIA group. In addition, LGBTQIA group concerns not only the functions and ingredients of the cosmetic, but many also emphasize design. Looking at their makeup care actually, it is clear that the LGBTQIA group is more aggressive in all types of care than the non LGBTQIA group. In the field of special care, the 16.2% of LGBTQIA group is enthusiastic in esthetics and spa, while non LGBTQIA group is only 6.3%.

In the survey of Dentsu Inc. (LGBT Survey 2015), market scale of LGBTQIA is estimated 5.94 trillion yen, and for cosmetics and beauty products is 172.6 billion yen, for beauty and health services are 83.4 billion yen as well. It will be appreciated that market scale for LGBTQIA group are large.

On the other hand, LGBTQIA is more likely to be spilled from public support. Even if medical support is needed, we can see some case as follows: they could not receive treatment because of a stereotype for sexuality and they could not receive the company's welfare services because of living with a lover of the same sex. So, companies, products and services that are friendly to the LGBTQIA are required.

## 8. Sexual individuality and cosmetics

Makeup is not a gender-dependent behavior in the first place. The effect of cosmetics can also be expected regardless of age. In other words, cosmetics should be used successfully in all

LGBTQIA sexualities.

Hoping that basic idea that cosmetics do not be things for women only should be widely shared.

Naturally, it is also possible to match the sex and appearance of daily life by cosmetics to establish their own identity and to live with confidence. However, it is required that the expression method by using cosmetics is not makeup for "male" or makeup for "female", but rather makeup suitable for each sexuality. Consequently, hoping that makeup suitable for

each person will be recognized widely.

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