



TRA RAGIONE E SENTIMENTO:

I LINGUAGGI DELLA COSMETICA

BEAUTY EVOLUTION: dall'apparire all'essere

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THEMES IN COSMETICS AND GROOMING

MURRAY WAX

ABSTRACT

Cosmetic and grooming practices are universal among human societies. These practices may be analyzed according to casualness and control, exposure and concealment, and plasticity and fixity. The modern brassière illustrates the dialectic of exposure and concealment as well as the plastic manipulation of the body. Permanent waving illustrates the dialectic of casualness and control (manageability): the young girl exemplifies casualness in grooming; the older woman, control. Grooming is employed not merely in the service of sexuality but primarily to denote the status and role of the person in relationship to some audience.

This paper deals with some practices concerning highly conscious, social aspects of physical appearance, in particular the appearance of women.¹ These go under the names of "grooming" and "cosmetics," and they involve the manipulation of one's superficial physical structure so as to make a desired impression upon others.² The manipulations include bathing, anointing, and coloring the skin; cutting, shaving, plucking, braiding, waving, and setting the hair; deodorizing and scenting the body; coloring or marking the lips, hands, nails, eyes, face, or other exposed regions; cleansing, coloring, and filing the teeth; molding, restraining, and concealing various parts of the body; and so on.

As a class, these activities are universal among human beings. Some of the oldest artifacts discovered indicate the usage of cosmetics, for example, the presence of red ocher in Cro-Magnon graves and the elaborate toilette sets of the Egyptians. The Bible

relates varied instances of the use of cosmetics: Esther and the other maids being prepared for King Ahasuerus and the anointing of Jesus in Bethany.

The cosmetic and grooming practices of other peoples sometimes appear to us as peculiar or outrageous (e.g., lip-stretching, foot-binding, tattooing, head-shaping, scarification), but in every case the custom can be understood as an attempt to modify or mold the superficial physical structure of the body into patterns considered attractive and appropriate to the status of the individual.

Apparently, there has been little analysis of the meaning of cosmetics by those in the sociological-anthropological profession.³ Ethnographers have reported the tremendous variety of forms that personal ornamentation and grooming may take. More important, they have observed—and characterized as such—the association of patterns of dress and grooming with social status, noting how changes in dress and grooming are universally employed to denote the movement from one social status to

i cardini dello sviluppo del settore beauty



BEAUTY

Evoluzione diacronica



1936



dall'estetica



1957

e dal desiderio di accettazione sociale

Finalmente un dentifricio che rimane attivo per 12 ore e più!

Solo il nuovo DENTIFRICIO COLGATE con GARDOL®

combatte la carie per tutto il giorno

e vi assicura
denti bianchi, denti sani... e bocca più fresca!

Come agisce GARDOL

Qualsiasi dentifricio può ridurre gli acidi che assottano la carie. Ma dopo alcuni minuti questi acidi riprendono la loro azione. Il nuovo Dentifricio Colgate con GARDOL rimane attivo per 12 ore e più — quindi difende i denti dalla carie per tutto il giorno.

Provate il nuovo Colgate — vi piacerà il suo fresca sapore, lo bianco schiuma che penetra fra i denti e si pulisce a fondo. Colgate elimina le impurità dell'aria e lascia la bocca meravigliosamente fresca. Prove scientifiche dimostrano che il nuovo Dentifricio Colgate con GARDOL rimane attivo per 12 ore e più — quindi difende i denti dalla carie per tutto il giorno.

* A. Laurioli, ricercatore medico.

Colgate con Gardol è il dentifricio più venduto nel mondo

tubo medio L. 100
tubo regolare L. 190

È un prodotto PALMOLIVE
garanzia di qualità

1952

E' triste fare da tappezzeria!

LILY, VIA QUEL MUISO LUNDO! PERCHÉ TI NE STAI LONTANA DA TUTTI? SEI VENUTA A QUESTA FESTA PER BALLARE!

BELLA FESTA! TUTTI GLI UOMINI SI DANZANO PER EVITARMI.

ANCHE PERO SE L'E SVIGNATA DOPO IL PRIMO BALLO. IO NON CAPISCO MA CHE' QUALCOSA CHE NON VA. MA CARA, NON VA.

SENTI, NON SARO' UN GENIO, MA SCAMMETTIO CHE IL TUO DENTISTA POTRA' AIUTARTI HO' IDEE CHE LA CAUSA DEI TUOI GUAI STA... IL TUO ALITO CATTIVO!

LILY VA DAL SUO DENTISTA

È DIMOSTRATO CHE IN 7 CASI SU 10 IL COLGATE ELIMINA IMMEDIATAMENTE L'ALITO CATTIVO CHE HA ORIGINE NELLA BOCCA. INOLTRE È PROVATO CHE L'USO DEL DENTIFRICIO COLGATE SUBITO DOPO I PASTI MEGLIO CONTRIBUISCE AD ARRESTARE LA CARIE.

2 anni di continue ricerche effettuate in 5 fra le più importanti università americane hanno dimostrato che spazzolarsi i denti, subito dopo aver mangiato, con **IL DENTIFRICIO COLGATE** È IL MODO MIGLIORE PER CONTRIBUIRE A PREVENIRE LA CARIE.

Il metodo Colgate arresta più carie a parità persone di quanto mai riportato nella storia dei dentifrici! Nessuno altro dentifricio ha le prove di simili risultati, i migliori risultati finora riportati per un dentifricio di qualsiasi tipo.

* COLGATE: LA PASTA DENTIFRICIA PIÙ VENDUTA NEL MONDO *

PIÙ TARDI GRAZIE AL DENTIFRICIO COLGATE BUONA IDEA C'È STATA LA MIA. ORA LILY NON FA PIÙ TAPPEZZERIA!

USATE IL DENTIFRICIO COLGATE ✓ SINFRSCA DUREVOLMENTE L'ALITO ✓ MENTRE PULISCE A FONDO I DENTI ✓ E CONTRIBUISCE AD ARRESTARE LA CARIE!

Tubo grande L. 190
Tubo medio L. 100

alla reason why, alla specificità



ca 1970



ca 1990



ca 2014

<https://www.youtube.com/watch?v=bUlk-yGU0IY>

alla funzionalità e alla salute



<https://www.youtube.com/watch?v=0qbV100Mx3o>

la creazione di un problema, la nascita di un prodotto

...AND MEN CAN BE SUCH AWFUL GOSSIPS TOO!



Let's face the truth about UNDERARM PERSPIRATION ODOR

Men no mean about girls behind their backs — although they won't admit it. Is a girl pretty, a good sport, a smooth dancer? They know a minute quickly goes the rounds! They talk about other things, too. About the girls they hate to dance with — the girls they simply can't take out. For a girl must be more than pretty and smart, she'll never make a hit with men unless she is truly smart — she'll be too.

Oppositivity often begins with the first hint of underarm odor. This is one fault that men can't stand — one fault they can't forgive. Yet one girl may offend this way.

MUM LASTS ALL DAY! Scent the day or evening with Mum and you'll come home with underarms as fresh as when you started.

MUM IS GENTLE! Mum is safe and soothing as a healing hand cream.

MUM IS SWEET! There's no problem about using Mum. It takes no time, no fuss and bother of waiting for it to dry. Smooth it on and you're through! To be a girl men like to have around, use Mum every day and after every bath.

MUM IS TIGHT! Mum doesn't stop natural perspiration. It does just what you want it to do — take the odor out of perspiration.

MUM IS SURE! There's no problem about using Mum. It takes no time, no fuss and bother of waiting for it to dry. Smooth it on and you're through! To be a girl men like to have around, use Mum every day and after every bath.

FOR THIS IMPORTANT USE, TOO
Tensions of worry or blue feelings before exams may have their own part, to use Mum will relieve nervous tension on these:

USE MUM ON SANITARY HAPPIES
and know which complete freedom from doubt and fear of this cause of unpleasantness can truly reward.

MUM
Takes the odor out of perspiration

© Sarah Everts/Smithsonian.com

WAKE UP, Mary!

It's a grand old world, and you're missing it

YOU'RE a pretty girl, Mary, and you're smart about most things. But you're just a bit stupid about yourself.

You love a good time—but you seldom have one. Evening after evening you sit at home alone.

You've met several grand men who seemed interested at first. They took you out once—until that was that.

WAKE UP, MARY!

There are so many pretty Marys in the world who never seem to meet the real reason for their absence.

In this smart modern age, it's against the code for a girl (or a man, either) to carry the slightest odor of underarm perspiration on clothing and person.

It's a fault which never fails to carry its own punishment—unpopularity. And mostly, for it is a fault which can be corrected in just half a minute—each Mary!

No bother to use Mum. Just smooth a bit of Mum under each arm—that's all there is to it! Slip into your dress without a minute's halt. No waiting for it to dry, no rinsing out.

Use it every time; harmless to clothing. If you forget to use Mum before your dress, don't use it afterwards. Mum is the only deodorant which kills bacteria. The only official Seal of the American Institute of Lingerie as being harmless to fabrics.

Use it every time; harmless to skin. You'll love this about Mum—you can shave your underarms and use it at once. Even a sensitive skin won't mind it.

Effective all day long. Mum never lets you down, no matter how strenuous the day. Start with Mum—and you'll come home as fresh as when you started.

Does not prevent natural perspiration. Mum does prevent the objectionable odor of perspiration, but it doesn't stop it and so the natural perspiration itself.

That's the neglect of this part of personal grooming about you of good times which you were meant to have. The daily Mum habit will keep you safe! Bristol-Myers Co., 620 Fifth Ave., New York.

MUM TAKES THE ODOR OUT OF PERSPIRATION

EVERY product guaranteed as advertised—see page 8

© Sarah Everts/Smithsonian.com

la soluzione

BEAUTIFUL BUT DUMB



SHE HAS NEVER LEARNED THE FIRST RULE OF LASTING CHARM

A Long-Lasting Deodorant

"You need a true perspiration check that neither exercise, nervousness, nor a bath can render ineffective."



Smyth
Advised to millions of women an affair of the heart and debauchery.

The world—and any eligible bachelor in it—could be hers. But they're not! And all because it has never dawned on her that she needs a long-lasting perspiration check.

To stay appealing and dainty every girl needs a long-lasting deodorant . . . one that cannot wash off in a bath, that still protects you after a brisk walk, an afternoon of shopping, an evening of dancing.

Proof that you perspire: If you think you don't perspire enough to matter, just smell the armhole of the dress you are wearing when you take it off tonight. *If won't hesitate to tell you that*

the rule! You'll know at last why romance is passing you by!

Thousands of women depend on Liquid Odorono even when they're active, nervous, excited. Liquid Odorono keeps your underarm dry from 1 to 3 days! A doctor's prescription, a true perspiration check—Liquid Odorono scientifically controls dampness, odor, staining. Neither you nor your dress can offend!

Less trouble! Two applications of Liquid Odorono a week are all most women need. No dread of dampness, odor or ruffled dresses for as much as three days. How easy for the girl who has sworn never to offend!

Liquid Odorono comes in two strengths—Regular and Instant. Also in ice form. Approved by Good Housekeeping Bureau. Get a large-size bottle or jar today! The Odorono Co., Montreal, Que.



40



Look for the girl with the "armhole odor" . . . She is likely to lose her foot . . . "There she is! . . . John! . . . I like the girl! . . . I will be there! . . . I have not a minute to spare!" . . . "Let's suppose around

right as this man in the picture is . . . John! . . . I like the girl! . . . I will be there! . . . I have not a minute to spare!" . . . "Let's suppose around

IF YOU LONG FOR *Romance* DON'T LET YOUR DRESS OFFEND WITH "ARMHOLE ODOR"

MAKE THIS "ARMHOLE ODOR" TEST TONIGHT



YOU may spend hours grooming yourself for a particularly exciting date. But if you have more than the first bit of perspiration to collect on the dress you are wearing, the evening may drag before it's half over.

Just when you want to make your best impression, your dress may about "armhole odor." Distasteful, your suitor will think it in you! You may think you wouldn't offend that way. But here's a test that will prove your guilt or innocence beyond the shadow of a doubt.

MAKE THIS TEST! When you take off the dress you are wearing tonight, wash the dress under the armhole. Maybe you will be positively surprised at its state at last, why your dress has been so free and far from you. More important still, you will realize the importance of having your underarm not only sweet but DRY!

ODORONO IS SAFE! With Odorono under your arm your dress can offend, because your underarm is kept completely dry. Clean to that small underarm area is entirely safe.

CUTS DOWN CLOTHING DAMAGE! When worn according to directions, Odorono is

harmless to fabric, saves them the destruction caused by perspiration acids.

A LITTLE TROUBLE, BUT WORTH IT! The few minutes it takes for Odorono to dry insure you against embarrassment for 1 to 3 days. A small enough price to pay for absolute peace of mind!

CREATES AN ODORON! Odorono is delightful to use—gracious and entirely odorless. It comes in two strengths, pleasant to wear. Instant Odorono is for more frequent use. The Liquid Odorono according to the directions on the label of the bottle.

Give romance the chance it has been waiting for! Revolve never to the quality of "revolving" armhole odor! Get a bottle of Liquid Odorono today and be saved! On sale at all toilet goods counters.



la soluzione

1979



il benessere personale e la prestazione

"Dove gives me the confidence to wear sleeveless tops."
Liz, after using Dove deodorant for 7 days.



Dove, with our unique 1/4 moisturizing cream with Vitamin E and F, actively helps skin to recover itself in just 7 days.*
Dove Deodorant.
Effective Protection. Beautiful Result.

*After 7 days of use on deodorant.

LYCIA
Parola di donna

SPECIALE
FRESCHEZZA

Alla tua freschezza ci pensa Lycia.



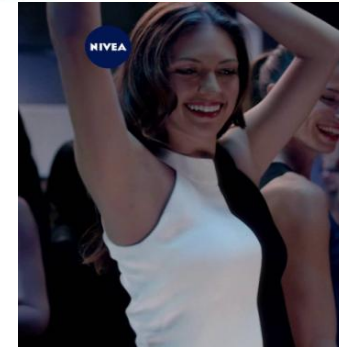
Il nuovo Lycia Total Fresh è l'antiodorante con estratti di agrumi e fresia a massima efficacia e freschezza energizzante, grazie alle microcapsule a lunga durata.

NUOVO

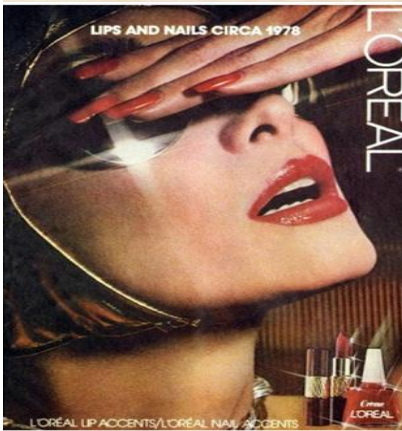
Con polvere di Caolino, per una pelle subito asciutta, mai così morbida, tutta da accarezzare!



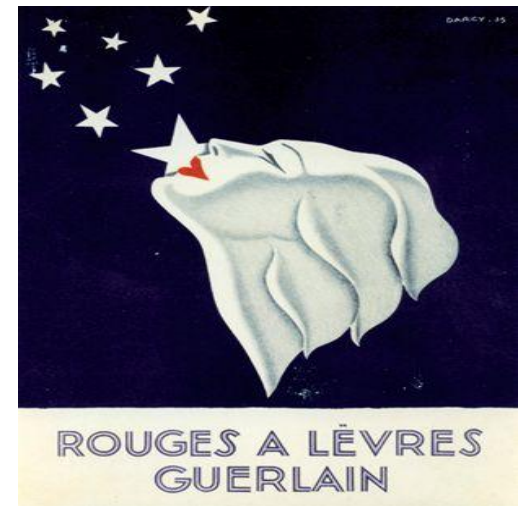
Vuoi provare l'efficacia e la morbidezza dei deodoranti **NIVEA Talc Sensation**?



**IL BIANCO
RESTA
BIANCO**



dalla dimensione
estetica



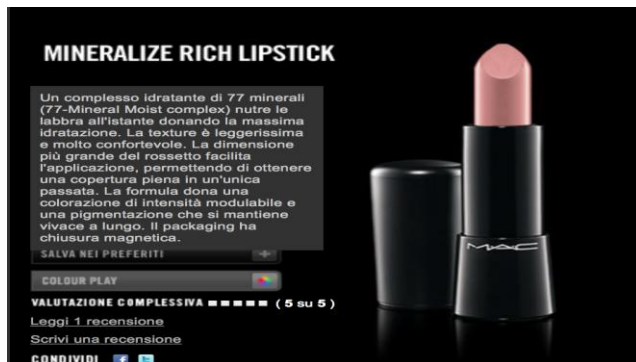
COSMETICA ITALIA

associazione nazionale imprese cosmetiche

TRA RAGIONE E SENTIMENTO: I LINGUAGGI DELLA COSMETICA
BOLOGNA, VENERDI 18 MARZO 2016

COSMOPROF
WORLDWIDE BOLOGNA

alla prestazione del prodotto



La scoperta di un nuovo target



La svolta

Dove Real Beauty Campaign



2004



COSMETICA ITALIA
associazione nazionale imprese cosmetiche

TRA RAGIONE E SENTIMENTO: I LINGUAGGI DELLA COSMETICA
BOLOGNA, VENERDI 18 MARZO 2016

COSMOPROF
WORLDWIDE BOLOGNA

La ri-scoperta della bellezza



- grey?
- gorgeous?

Why can't more women feel glad to be grey? Join the beauty debate.

campaignforrealbeauty.co.uk  | Dove



- withered?
- wonderful?

campaignforrealbeauty.ca  | Dove



- fat?
- fit?

Does true beauty only squeeze into size 8? Join the beauty debate.

campaignforrealbeauty.co.uk  | Dove



- flawed?
- flawless?

Is beautiful skin only ever spotted? Join the beauty debate.

campaignforrealbeauty.co.uk  | Dove

autentico vs. contraffatto

2006



L'evoluzione di un concetto

- Because I'm worth it (1973)
- Perché voi valete
- Perché noi valiamo
- Perché tu vali
- Brand manifesto Beauty for all (2014)

<https://www.youtube.com/watch?v=McCUVz-5Ygc>



L'Oréal #BeautyForAll

Credere in qualcosa fa sentire belle

2010



P&G

“ Who says pretty can't be funny? ”

**STAND UP
FOR BEAUTY**
— VIDEO CONTEST —

<https://www.youtube.com/watch?v=GfbmSfwACXM>

La bellezza non si indossa

2011



<https://www.youtube.com/watch?v=Ge2kbNN4Q40>

Essere carine non basta

PRETTY IS NOT ENOUGH.
PRETTY IS NICE. IT'S FINE. PRETTY CAN TURN HEADS.
BUT BEAUTY? BEAUTY CAN CHANGE THE WHOLE WORLD.
PRETTY IS WHAT YOU ARE, BUT BEAUTY IS WHAT YOU
DO WITH IT. PRETTY CAN LIFT SPIRITS. BEAUTY MAKES
THEM SOAR. SO SMILE. BE BOLD. SHOW YOUR BEAUTY.
BECAUSE WHEN YOU PUT PRETTY INTO ACTION, THERE'S
NO LIMIT TO WHAT YOU CAN DO.




BE A FORCE OF BEAUTY™

Bring out your force of beauty at www.bareminerals.com

2012

**PRETTY ATTRACTS US.
BEAUTY CHANGES US.**

BE A FORCE OF BEAUTY™
bareMinerals



Bring out your most confident, radiant self with bareMinerals SPF 25 Foundation. It provides all the coverage you want, with a natural look and no melting fat. Looks like a powder, feels like a cream and, with just 3 pore ingredients, it's clinically proven to improve the appearance of skin over time. Get your bareMinerals holiday for a complimentary make-over. Find a location near you at www.bareminerals.com.

<http://www.nytimes.com/video/business/media/100000001030579/bare-escentuals-advertisement.html?action=click&contentCollection=business&module=embedded®ion=caption&pgtype=article>

La bellezza senza trucco

Lancome Goes Bare:
📷 Project #bareselfie



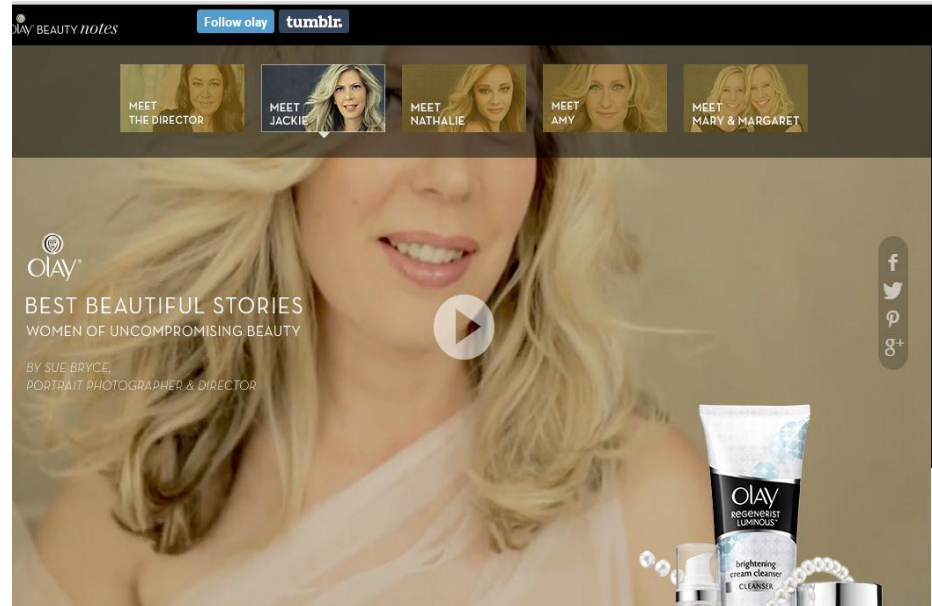
LANCÔME
PARIS

2013

Si è belle se si dà il meglio di sé



P&G



JACKIE THOMSON
Entrepreneur and mother who finds beauty in balance

2014

Cosa fa sentire belle?



benefit
SAN FRANCISCO

**LOVE IS
LOUDER**
A PROJECT OF THE JED FOUNDATION

2014

<https://www.youtube.com/watch?v=B9ECkmAxv10>

<https://www.youtube.com/watch?v=mNvpjwzugFY>



A ognuno la sua bellezza



<http://www.macnificentme.com/#/>



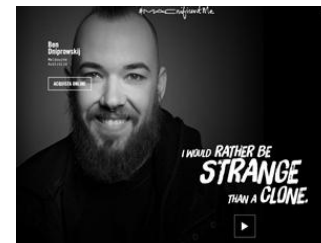
<https://www.youtube.com/watch?v=OgRwUolH48w>

2015



<https://www.youtube.com/watch?v=mU9oORDXdgg>

<https://www.instagram.com/p/7-xQsOopad/>



Perché curare il proprio aspetto?

- 69% sentirsi bene con se stessi
- 39% avere il controllo della situazione
- 30% dare il buon esempio ai figli
- 28% compiacere il partner
- 26% esprimere la propria individualità

Perché è importante per la mia carriera

Perché la gente se lo aspetta

Per essere ammirato e rispettato dagli altri

Per fare una buona impressione sulle persone che incontro per la prima volta

Per fare una buona impressione sulle persone del sesso opposto da cui sono attratto

(GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded)

Grazie per l'attenzione

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