

Womens Makeup and Midlife Crisis: A Literature Review

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### Introduction

“Midlife can be the most productive or destructive years of your life” (Hunt, 2017). Women from the ages of 40-60 years old have witnessed or experience a midlife crisis. The challenge during this age for women is about making the most of the years they have left to live. During this phase, women are confronted with identity, self-image, confidence, financial stability, and morality. A midlife crisis can be a time of self-doubt and disappointments that can lead to irrational thinking, random purchases, and irresponsible relationships. Life’s limitations can trigger any of these areas in a woman’s life and cause a profound impact, whether it’s negative or positive.

Another phase would be the physical sign of aging (gray hair, wrinkles, and weight gain). Regardless of the limitations, a midlife crisis can encourage a woman to reflect on life, whether it is good or bad. The woman would want to make a few drastic changes as a sign of a new beginning to the rest of their lives and change what is not befitting. So why not start with a new makeover that can stimulate a new attitude and a refreshed state of mind. Keeping a journal during the crisis and picture of who you were and who you are now. Midlife crisis is a productive time as well, a time when people refocus their priorities. During this time of crisis, women can come into a more in-depth knowledge of who they can be in terms of self-image, identity, and lifestyle.

### **Womens Makeup and Midlife Crisis: A Literature Review**

Some women between the ages of 40-60 years old face a self-identity and self-confidence crisis. In other words, they are going through a phase called a midlife crisis. This crisis consists of freedom for the mother whose child is moving out of the house or getting married. It can be a

woman going through a separation with her husband and decides to reflect on her life due to this traumatic experience. A woman has cancer, and she does not feel or approachable because of her self-image. Women who are exhausted, overwhelmed, stressed, pounded by a unique combination of family and financial stress, and widely overlooked by a country obsessed with baby boomers and millennials opinion tend to experience traumatic events that change lives through a breakdown. When women reach their 40s, they lose their drive to be competitive or proving themselves. In these articles, we will learn how does cosmetics usage improves the confidence of a woman who is going through a midlife crisis.

### **Self-Esteem and Self Image**

Bardey (2018) discovered women wear makeup to cope with society and conform to their social norms, to appear more assertive, and sociable. Authors have stated women who wear makeup seem to be healthier and earn more money. The woman's self-image appears to be trustworthy, prestigious, and dominant. Bardey (2018) found a study of 270 women from 18 countries who bought makeup to feel happier with their personal life, romantic relationships, and to feel confident. The author suggested women use makeup as a trademark to increase their levels of self-esteem, which gives them a boost of confidence during a stressful period in their professional lives. Researchers discovered women who wear more makeup than usual are more likely to have lower self-esteem. While women who wear less makeup is more confident and they have higher self-esteem. But there is no correlation between wearing making and self-esteem. Palumbo et al. (2014) found women who wear makeup are happier and feel smarter.

Using corrective makeup, researchers found specific factors that can help women who struggle with any skin disease. Seite et al. (2012) found skin disease may have afflicting impact on the patient's quality of life. Especially on their self-image, relationship, psychosocial, and

health. Such insecurity can develop into depression and anxiety. Due to this study, Seite et al (2012) discovered cosmetic camouflage can increase the patient confidence and quality of life. Researchers found the dermatologist can also discourage the patient from using makeup due to skin diseases such as acne, scars, rosacea, vascular disorders, and hyperpigmentation disorders.

Based on observations, the author (Boehncke et al, 2008) wanted to know how wearing makeup as instructed can affect the patient's livelihood and social behavior. Over 100 patients over the age of 18 participated in this study by dermatologists worldwide. The results of this study were different depending on which skin disease the patient had. The patient with less percentage did not suffer from depressive symptoms, unlike the patient with a high percentage. (Seite et al, 2012) was able to measure the quantitative percentage on the use of corrective makeup supplied by the medical cosmetician. To see who use the foundation, liner, mascara, eyeshadow, and lipstick more. The result is safe for all ethnicity. The author believes this study was for understanding the profiles of patients with different forms of disfiguring skin and the effects on their lives. It also validates corrective makeup to restore the patient's self-esteem and improve their quality of life.

Richard et al (2019) was able to organize an intervention group for women who have breast cancer. The authors discovered beauty care interventions could reduce stress and improve their quality of life, self-esteem, and self-image. Thirty-nine patients were randomly assigned in the intervention group (IG) and wait-list (WL) to a session group makeup workshop, a photo shooting, and received the professionally edited portrait and upper-body photos. The results in this article were dramatically significant; this group has fewer symptoms of depression, increased quality of life, and higher self-esteem compared with the regular waitlist (WL). In 8weeks, the researchers will examine the patient to see how the intervention progress. The

authors found this investigation to be short-termed benefits. To be qualified for (IG), the patient must have specific side effects such as hair loss, paleness, scar formation, low self-esteem, and symptoms of psychosocial distress.

Richard et al (2019) has found psychosocial education programs have been taken more seriously to overcome psychological distress that is related to breast cancer treatment. The article explained some interventions could help skin and camouflage treatment, which will change the patient's appearance by teaching skincare and applying makeup. The insight of psychosocial, makeup is used to improve the psychological setting. This is supported by patients who have head and neck cancer. The article explains further in the element of psychosocial showing symptoms of depression, low self-esteem, and anxiety have decreased. Richard et al (2019) found this intervention to promote long-term results after the eight weeks follow up.

Robertson et al (2008) examine the difference between low, medium, and high usage of cosmetics among 30 participants. The participants answered a questionnaire related to perceptions enforce through the use of cosmetics. For example, do cosmetics improve facial attractiveness? Do cosmetics affect the way women are perceived? Evidence that is provided has portrayed how positive self-perception, attractiveness, confidence, sexiness, and perception of others are viewed when cosmetics are in use. The authors measured the low, medium, and high usage in cosmetics and explained how different personality traits will affect cosmetic usage. (Robertson et al, 2008) explain to understand the type of woman you need to understand the psychological motivation behind the cosmetics they use (low, medium, high). Nash et al (2006) the way a woman uses cosmetics expresses their self-image, their emotions, and social interactions consciously and subconsciously.

The authors discussed the deceptiveness of cosmetics usage. This was stated to be a negative or defensive side of cosmetics. Using cosmetics to cover their real emotions and mislead outsiders about their self-image. For example, the individual can be struggling with depression; they use a high volume of cosmetics to portray a particular image, which is not authentic. Another way the authors found cosmetics to be used the desire to manipulate facial appearance may be a form of sexual strategy. Robertson et al (2008) used a questionnaire that explores personality traits and the individual's relationship with cosmetic usage. The qualities that were found are correlated with anxiety, measurement of blood pressure, self-consciousness due to change in body image, depression, self-esteem that leads to a self-presentation. They discovered social-confidence, emotional confidence, and self-image correlates with cosmetic usage.

### **Midlife Crisis and Menopause**

McFadden and Swan (2012) found the well-being of a woman during a transition brings extreme societal pressure during the three stages of the menopausal period. They believe middle-age women endure more stress than others due to many roles they attend to in their lives. The authors found this midlife transition can be difficult for some women. They can struggle with mood swings, a decline in their physical attractiveness and their self-image will dramatically change. Smith and Moen (1988) discovered little attention had been made to the transitions of the middle years of life for women. Women suffer more from depression, neurotic disorders, and functional psychoses than men. Besides the physical appearance such as gaining weight and other health conditions middle-age women struggle, and it has been overlooked today. (McFadden and Swan, 2012) also found during the midlife crisis this a time when old values are

questioned, and a new direction is sought. The authors also stated traumatic events such as death, accidents, divorce in a woman's life in that period could trigger a midlife crisis. Waite and Harrison (1992) the strength of a woman is their household and their relationship with family and friends. But during a midlife crisis, they will seek less contact with their loved ones especially if they are not financially stable. Psychosocial conditions related to low income, unstable finances, and job strain can affect the middle age woman well being. If they are economically sound, it's the opposite effect. Their well-being will not be questioned. McFadden and Swan (2012) found the effects of marital status, their children, education, employment, religious affiliation, and commitment to the religion were analyzed in the Western part of the United States of America. They found midlife crisis not to be universal. Instead, they raised a question on how can we help midlife women cope with inevitable change?

### ***Proposed Research***

Past research has found middle-aged women between the ages 40-55yrs old to be struggling during a midlife or identity crisis physically, mentally, socially, and spiritually. They have done a series of clinical research on women who have learned how to cope with the crisis temporarily. But they have left out the 3-6 months follow up after the study. This hypothesis can be suggested as implementing makeovers with a few participants. Needed information that can encourage them to embrace this new side of their lives during a 3-6months follow up after the trial, which can help what has changed in the woman's lifestyle or measure her attitude from their past and now.

How do women see themselves after the makeover? What is their motivation?

Researchers say a makeover can be described as a bio, psycho, social, and spiritual act to a

woman who is embracing the new person they have to accept after a midlife crisis. Does makeover improve and encourage women to embrace this new testament of life? Many researchers have delegated the precautions during and after a midlife crisis, but they did not monitor the participants recovery.

The research design that is used to conduct this research is called quasi-experimental analysis. This research design will monitor the internal validity of the participants. Quasi-experimental in this research within two groups. One group will receive a 3-6 month follow-up for a year. Another group will do a makeover and complete a questionnaire before and after. One of these groups may generate results to be effective. This design can help the statistical analysis according to the hypothesis.

### **Participants**

There are 8 participants, 2 of each race (Caucasian, Hispanic, African American, Asian) in this study. The ages vary from 40-60years old. One woman of each race will divide into two groups. That will be the sum of four women in two groups. The participants will be chosen through a Mother's Day free makeover sponsored by Estee Lauder. There will be advertisements online, commercials, recruitment through the make-up artists clientele. The compensation will be free cosmetic and skincare gift baskets worth \$400.

### **Design**

During the event, the women of group B will complete a questionnaire to complete, and the women will take a picture. The women will receive VIP treatment of free facials skincare pampering. In this study, the independent variable is the makeover, and the dependent variable is the client. The researcher's goal is to measure two women of each race before and after the

makeover using the questionnaire and journal they were received. Participants will be chosen randomly.

### **Procedure**

Eight women will be selected to get a makeover. There will be two women of each race represented. Among the two women, they will divide into group A and group B. So there will be four women in group A and group B. All eight women will complete a registration form to install their information. The registration form will have their name, address, telephone number, medical insurance ID number, emergency contact information. The women will take two pictures a before and an after picture for the makeover. The women will be asked to give consent to complete a questionnaire concerning their bio, psycho, social, spiritual needs before and after the makeover. They will receive a notebook to write down their thoughts, goals, emotions, changes they want to see within themselves before and after the makeover. Some will need the journal for the follow-up visits to reflect on their progress. Group A will be given a follow up three months after to see if her perspective has changed. Group B will be given two follow-ups within 3-6 months to see if any progress has been made within themselves, lifestyle, social circle, and support system.

The setting of this experiment will be at Macy's in the Estee Lauder section around 12-4 pm. The questions that will be asked before the trial: 1. Do you dread coming out of bed? 2. Do you question yourself on how to improve your personal and professional life? 3. Do you feel you lost the sense of purpose? 4. Describe your eating habits. Explain. 5. What are some drastic changes you have been thinking about lately? Explain why. 6. Do you find yourself jealous or ill-willed towards others sometimes? 7. Are you satisfied with your life and identity? 8. Are you struggling with your weight? 9. Do you feel helpless, hopeless, or worthless? Explain. 10. Do

you feel restless, anxious, or irritated? 11. Have you lost interest in activities that you once enjoyed? (list and explain) 12. Do you have any thoughts of suicide? 13. Do you have any physical aches and pains? (list and explain) 14. How do you see yourself in the next year? 15. List and describe your support system? 16. List what you love about yourself. Explain. 17. Have you grown weary spiritually towards God and the church? Explain.

The women write their emotions and thoughts before the makeover in their journals. This will include the experience they had with the makeover. They will also write a reflection in the journal after the makeover.

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