

A Study on Korean Male Cosmetics Analysed Through The Newspaper Articles From 2000 To 2010

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Abstract This study aims to prove the changes, development and social background of Korean male cosmetics over the period of 2000-2010. There were total 574 articles written about male make-up and cosmetics in Chosun Daily, Joongang Daily and Donga Daily, which are the top three Korean local daily newspapers in terms of sales revenue for that period. These articles were analyzed together with social background research from various books and daily newspapers. The analysis of articles was divided into different categories; such as foundation cosmetics, color cosmetics, hair, and the social background. It was found that the articles related to foundation cosmetics were written the most, the articles related to male appearance management were second, articles on other items including how to manage the skin being the least. As for the social background of Korean male cosmetics, first of all, a change in social recognition can be pointed out. The traditional understanding of gender roles has changed, men's appearance management has started to be regarded as a competitive talent, and at the same time, the esthetic viewpoint for men also has changed. One example is the newly made popular term, "flower-hand-some man", which shows the new trend of favoring males with nice skin. Second, the expansion of mass culture can be pointed out. As consumers can get information and fashion trends easier and faster, the fashion spreads fast, and this has led to the generalization and popularization of the sense of beauty. Third, the development of scientific technology and medical science can be pointed out. Thanks to the progress in those areas, the extension of youthfulness has become possible and the cosmetics industry was also affected greatly, as shown in the market spread of functional products for anti-ageing and wrinkle control as the interest in anti-ageing has grown. There are benefits from the development of scientific technology, but the problem of environmental pollution has appeared due to machinery and industrialization and thus the issue of well-being has been raised. Rising interest in naturalism, pro-environmentalism and organic cosmetics has influenced the cosmetics industry. In addition, the quantity of ultraviolet rays exposed to our skin has increased due to the air pollution caused by the destruction of environment, leading to increased usage of sun block lotion. Lastly, the influence of consumer society and the expansion of consumerism culture can be pointed out. In the modern society, consumption acts

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not only as the use of products and services but it also has an important role of mediating individuals with others and the society. The market for male cosmetics has been expanding and the number of men putting on make-up has been increasing rapidly. Therefore, this study is meaningful in that the analysis of the mode of change and the social background are an essential process in order to provide a direction for the future market for male cosmetics.

Key words *male cosmetic, male make-up, Korean male make-up, analysis of newspaper articles*

Introduction

Human beings have the aesthetic instinct to pursue beauty, and cosmetics are one of the tools to express one's identity and individuality. Extending physical beauty is deeply related to the social and cultural background and living environment as well as the aspects of each era, transcending the simple function of grooming. In modern society, there is a positive awareness that managing one's appearance is a part of self-management to promote competitiveness and it is considered as an investment for oneself, and more males have come to be interested in fashion and beauty.

The number of men visiting plastic surgery and skin medical centers has increased and there are male-only beauty salons and beauty total service centers where total beauty services from skin to physical shape management are provided, and such phenomena have influenced the beauty industry with a great impact (Yoo & Son, 2010). The male cosmetics market, thanks to the increase of interest of men in male appearance, is an industry that has noticeably grown, and unlike the mostly female-targeted market in the past, the market for men is increasing, thus making a great impact on the industry.

Previous studies on male make-up have mostly centered on purchasing behavior, which is limited to consumer groups (Han, 2006; Jeon, 2006), and there is few concrete research related to the social and cultural background of male make-up. Thus, analyzing the social phenomena and background, such as changing attitudes to male make-up and the trend of male cosmetics in the cosmetics market are meaningful in that it contributes to the development of beauty-related education and also serves as a reference for marketing strategy for future beauty-related industries.

The research method used for this study is to analyze articles related to male cosmetics such as make-up, perfume, and hair, reported in 'Chosun Daily', 'Joongang Daily' and 'Donga Daily' from January 2000 to September 2010. The analysis is divided into categories such as foundation cosmetics, skin care, and perfume and body. Having in mind the previous studies, the changes in make-up trend and the social backgrounds are also investigated.

The definition and different kinds of cosmetics

Cosmetics and their definition

The dictionary meaning for cosmetics is items used for make-up or making the face beautiful (The National Institute of the Korean Language). Cosmetics are one of the methods to express the human

beauty, by emphasizing a beautiful part of the body and camouflaging defects to make up nicely (Lee, 2010). Generally, cosmetics are divided into two categories; one, foundation cosmetics that are to cleanse and protect the skin, and the other, color cosmetics involving the use of colors for make-up. In a narrower sense, make-up means to pursue outward beauty.

Cosmetic products for make-up are the products used to enhance appearance by cleansing the user's face and body, thus increasing attractiveness and maintaining healthy skin and hair. That is, it is used to protect and maintain healthy skin in order to increase beauty. According to the import regulation of cosmetics that sets the provisions of the cosmetics act on import of cosmetics and sales (Sep. 07, 1999, Act No.6025), cosmetics are "products to cleanse or beautify, to increase attractiveness and brighten up one's appearance, or to maintain or enhance health, having least affect on human body." The criteria of functional cosmetics are defined in the subparagraph 2 under the article of the Cosmetics Act Enforcement Rule as follows:

- 1) Cosmetics that have a function to help whitening skin by suppressing the creation of melasma and freckles preventing accumulation of melanin material on the skin
- 2) Cosmetic that has function to help whitening by thinning the color of melanin color pigment accumulated in skin.
- 3) Cosmetic that has function to reduce or improve wrinkles of skin by giving the skin elasticity.
- 4) Cosmetic that has function to tan skin nicely by preventing strong sunlight.
- 5) Cosmetic that has function to protect skin by blocking or dispersing ultraviolet rays.

Functional cosmetics belong to the category of foundation cosmetics and in this thesis, the analysis on usage of functional cosmetics including whitening, anti-aging and sun block is included in the analysis of foundation cosmetics.

Kinds of cosmetics

Different kinds of cosmetics are made according to different purposes of use or for the part of skin to be used, but generally they are divided into categories including foundation, make-up, hair and scalp skin according to usage (Lee, 2008). Functional cosmetics belong to foundation cosmetics, and have cosmetics for wrinkle improvement and anti-aging, pimples prevention, protection from UV rays and slimming cosmetics. Foundation cosmetics cleanse the skin and maintain it healthy and the purpose of use is to clean the face, keep the skin neat and protect the skin. Make-up cosmetics are to emphasize the skin with color by giving tone and shade, covering the defect of skin and are also called as color cosmetics. For hair cosmetics, there are functions of cleansing sebum, sweat, dandruff, dead skin cell, dust and cosmetics sediments, and treatment function including hair protection and supply of nutrients. Hair cosmetics are seen to have the characteristics of basic cosmetics. Perfumes serving the purpose of giving fragrance is a kind of cosmetics that can be used to emphasize one's personality, to impress one's image deeply

and leave a trailing note.

Products for body cosmetics include cleansing products, moisturizing products, elastic products, waste discharge and lipolysis products. The products for waste discharge and lipolysis belong to functional cosmetics with slimming effect having ingredients to break down fat. There are also products for hand and foot, suntan and foul-smell preventing products.

Various kinds and characteristics of male cosmetics through report analysis

General trend for male cosmetics

In order to examine the change of trend in male make-up, the articles of Chosun Daily, Joongang Daily and Donga Daily related to male make-up, perfume and hair from January 1, 2000 until September 2010 were selected, and a total of 574 articles including each 193, 232 and 149 articles per newspaper were studied. These three daily newspapers were chosen because they are the top three daily newspapers in Korea with the top revenue in sales, which indicates their popularity.

<Figure 1> is a graph for putting each cosmetics item of all the collected newspaper articles into categories. Among the total of 574 articles, there were 211 foundation cosmetics that have taken the most percentage.

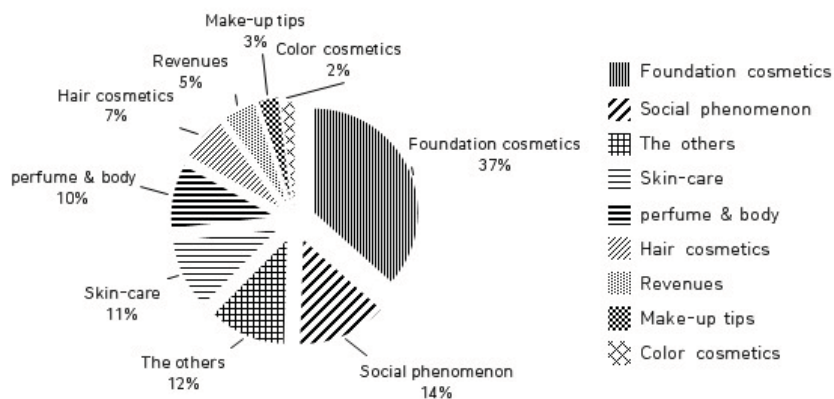


Figure 1.
Analysis of male cosmetics related articles

Articles on cosmetics items include functional cosmetics such as whitening, wrinkle care and lip care, color cosmetics and sunblock, and also foundation cosmetics such as general skin and lotion. The second was 78 articles that talked about a social phenomenon of more males being interested in their

appearance than before. The next was articles including various male make-up marketing, introduction of male cosmetics, and the statistics of male cosmetics or male make-up, which add up to 67 articles, and shows that the beauty industries pay various kinds of interest in male products. The number of articles about skin management was 65, taking the 4th place, which tells us the keen interest of males in skin management.

Trend of male cosmetics

In this chapter, the 574 newspaper articles are classified in the same way as the study of toiletries as follows: foundation cosmetics, color cosmetics, hair cosmetics, and perfume and body cosmetics.

Foundation cosmetics

The male foundation cosmetics related articles include anti-aging, sun block, general foundation (including toner, lotion, mask pack), whitening, after shaving, moisturizing.

<Table 1> and <Figure 2> show details of the articles of foundation cosmetics. The most articles were related to anti-aging with 72 articles, then sun block, 60, shaving 14, and moisturizing with 11 articles.

Table 1.
The status of reports according to the classification of foundation cosmetics

	Amount of articles	Percentage(%)
Anti-aging	72	34
UV protection	60	28
General foundation cosmetics	28	13
Whitening	26	12
Shaving	14	7
Moisturizing	11	5
Total	211	100

There were 72 articles on the use of anti-aging products, which takes up the top 34 percent. There are more males who show interest in wrinkle improvement and a large number of males are stressed by their wrinkles or have experienced disadvantage due to the negative impressions their wrinkles give, thus visiting hospitals to remove their wrinkles (Park, 2006). Such phenomenon has influence on the steady growth of anti-aging cosmetics. With society aging, there are more people who want to maintain a youthful look, thus contributing to the steady growth of anti-aging cosmetics.

The second was 60 articles written about blocking UV Rays 60 articles about blocking UV rays, taking up 28% of total articles. Recently, the UV strength has grown due to the environmental pollution, and is recognized as a cause of skin cancer. Therefore, it is important to use sunblock lotion as a common rule (Kim, 2006a). In the past, there were many males who did not apply any cosmetics other than

skin lotion, not realizing the importance of sunblock (Song, 2010). However, lately there are more males who are aware of the issue as they become more interested in skin management, and as a result, more males now use sunblock lotion. According to the survey on sunblock lotions, there are 81.45% of males who use sunblock lotion, which means an improvement in awareness of the importance of sunblock among men (Style Chosun, 2010).

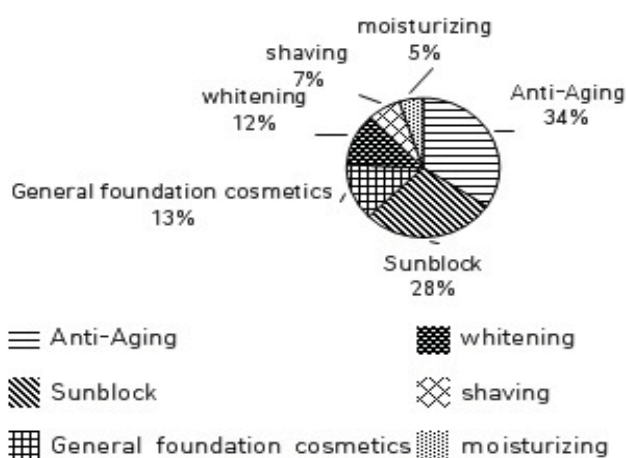


Figure 2.
The distribution of reports according to the classification of foundation cosmetics

The articles about general foundation, taking up 13% of the total, include oily skin and pimple care foundation cosmetics such as mask packs and skin lotion. The articles are mainly about cosmetics to take care of oily skin and pimples that function to control skin oil and reduce pores. According to a research result on the male skin solution by a research institute of a cosmetics company in Korea, the male skin problems include skin trouble and pimples (55.6%), and wrinkles and elasticity (41.7%) (Lee, 2009a). As this research shows, there are many men who are concerned about their oily skin and pimples, thus creating a demand for cosmetics related to the care of oily skin and pimples. However, the recent trend in male cosmetics is to prefer multi-functional products, resulting in the less newspaper reports on the products of whitening and wrinkle treatment.

Before, there was a tendency of regarding a man using a mask pack as not very masculine (Jung, 2010). However, as more men take interest in their appearance, the number of males who use mask packs have also increased. According to an investigation of sales volume of male packs on an online shopping mall in 2004, the numbers increased from 8,000 packs in 2001 to 13,000 in 2002, 20,000 in 2003 and 21,000 in the first half year in 2004, showing a great increase in usage (Park, 2004). Also, according to reports reference in 2010, the sales of massage packs for men including eye patches showed a 30% in-

crease in 2010 compared to 2009, and another company showed a 40% increase compared to the previous year, especially for men only packs brought double in the sales volume (Shim, 2010). The number of men only essence packs launched from the male cosmetics brand of T Company reached 20,000 within two months, and they were so popular that they were out of stock in many places. Their initial sales expectation was up to 10 billion won but as they were so popular up to the stage that the production could not catch up with sales, they put up the sales goal to 20 billion won (Seo, 2004). Also, an overseas company L produced mask packs which also became very popular and reached 10% of total sales revenue within two months, showing the increasing sales of mask packs for men.

Normally there are more packs focused on moisturizing, but recently as more male mask packs in various brands are launched and competition has increased, functional mask packs combined with whitening, exfoliating dead skin cells and supplying nutrition are beginning to launch. Various packs including packs effective for skin oil management as well as for rough pores, and mud packs are being launched and are becoming popular.

Reports related to whitening took 12% of total reports, totaling to 26 articles. In the past, men with brown and muscular skin were considered to be manly but now as beautiful men are becoming popular, more men increasingly take interest in whitening. One cosmetics company drew attention by putting a promotional phrase "there is no law that only women can get white" for their new cosmetics for men with whitening function, saying clean and bright skin is beautiful even for men. According to an online market sales report, there was 14% increase for whitening product sales in male subblock in May 2010 compared to 2009. Considering that sales of female products dropped 16% during the same period, it is relatively big increase (Kim, 2010). As there are more males take interest in fashion and beauty and invest money to make themselves beautiful, the male cosmetics market reached 15% of annual growth rate with the size of 5,800 billion won in 2010. This is well above the annual growth rate of 3.7% in the entire market. One of the products that have the highest growth rate expected is whitening (Lee, 2003).

With more consumers take interest in functional cosmetics including whitening cosmetics, the production result of functional cosmetics for the last ten years from 2000 to 2010 showed more than 4 times increase (Kang, 2010). In a survey conducted by a cosmetics company in 2009, one of the questions was, 'what is the most bothering skin concern for you?' and 24% of the participating men answered 'dark and gloomy skin, desire for whitening', ranking the top (YonhapNews, 2009). As this survey result indicates, as there are more men preferring brighter skin, various whitening products are launched by many companies one after another, which was also reported in the newspapers.

The reports of moisturizing cosmetics took 21% of total reports about cosmetics for skin protection. There are more males who use moisturizing cream as there is an increasing number of men wanting to have smooth and moist skin. According to a survey conducted by a company producing moisturizing products, 81% of people answered that they use moisturizing cream (Newsis, 2006). As more males use moisturizing cream, the cosmetic industry is selling male moisturizing lotions, and especially one foreign cosmetics company has launched a moisturizing product only for Korean males (Kim, 2009).

As is shown so far, there are more men who are interested in functional foundation cosmetics such

as anti-aging, UV block and whitening, as well as skin lotions for oily skin and pimples and mask packs, and the number of men using those products is on the increase.

Color cosmetics

In the past, most men had only one chance in their lives to wear color cosmetics, which was at the time of their wedding. Otherwise, they were for people working in special areas. Recently, however, more men are becoming interested in color cosmetics. For example, it is easy to find men with make-up during a job interview, and it is common to see male-only cosmetics corners in the department stores.

According to a report, for the question, 'can men put on make-up?', 47% of the participants under 19 years old, and 45% of people between 20 -29 years old answered favorably to that question (Bae, 2004). Compared to the past, color lotions for color cosmetics, more recently, many kinds of products are available such as BB cream, concealer, foundation, eye liner, eye brow, powder and tint.

<Table 2> shows selected articles on male color cosmetics from the newspapers, and they are divided into categories such as introduction, launching of new product and how to use. There were 14 articles on how to put on male make-up, and 13 articles introducing newly launching product, which does not show much difference in quantity. <Figure 3> is categorized reports on color cosmetics for detailed analysis on a yearly basis.

Table 2.
Articles related to male color cosmetics

	Amount of articles	Percentage(%)
Make up tips	15	52
Color cosmetic products	13	48

Since 2002, articles on male color cosmetics started to appear in newspapers and there were three reports on how to put on male make-up.

The word 'metro-sexual' was officially selected as "the word of the year for 2003" in the common language association of the U. S. A. And the Euro RSCG, an advertisement agency in Europe, put 'metro-sexual' on the fourth place for the trend of people in their 20s in 2004 that drew more attention from the media and reported world-wide. This would probably arouse the Korean male's interest as well. In the case of one on-line shopping mall, the number of eye-liners purchased by male members reached 30,000 in December 2008. Before this boom, the main cosmetic product for man was the lotion. The male make-up was reported to become bolder. Male make-up has emphasized natural look. Recently, there have been bold changes such as the introduction of how to put on eye make-up (Kang, 2009). Like this, men become more interested in the products of color cosmetics differing from the past. Accordingly, a number of newspaper articles related to the application of color cosmetics have also increased.

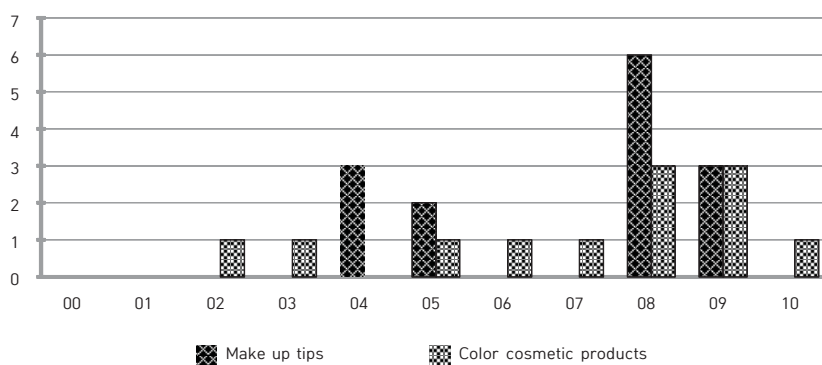


Figure 3.
Yearly distribution of articles on male color cosmetics

Hair

This category includes the use of dyeing products, hair spray, moose, gel, wax, treatments, and hair styling related articles. Mainly alopecia-related articles and articles on male hair styling were reported. Especially there was an analysis that due to the influence of metrosexual, male only hair management shops have appeared and such businesses have become successful (Kim, 2005). <Table 3> and <Figure 4> are hair related articles put into categories according to the year they were published in. By doing so, we can see that there was only 1 article each about hair styling in 2000 and 2001, and there were none on alopecia and hair treatment, but as time passed, more articles on hair styling and hair treatment appeared in newspapers.

Table 3.
Hair-related reports year by year

Year	Amount of articles	
	Hair Style	Alopecia & Hair treatment
2010	5	2
2009	2	1
2008	2	1
2007	2	0
2006	6	3
2005	3	1
2004	3	1
2003	2	0
2002	2	1
2001	1	0
2000	1	0
Total	29	10

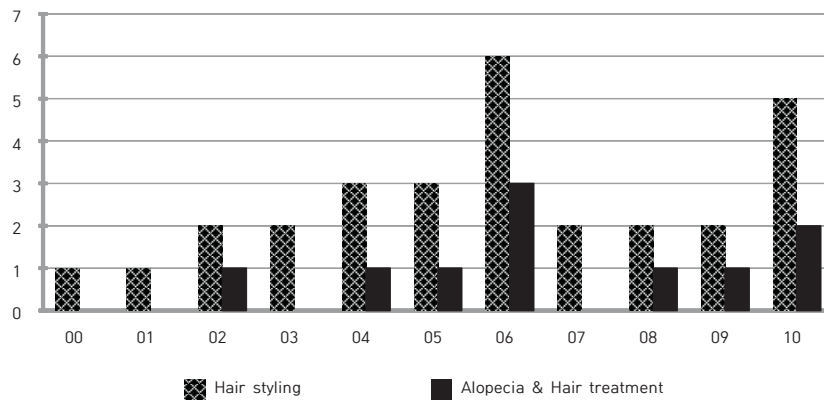


Figure 4.
Distribution of hair-related reports year by year

Perfume and body cosmetics

The number of articles written about perfume and body cosmetics-related reports was 59, taking up 10% of total reports. Mostly they were about male perfumes and deodorants, and body related reports included body care articles, including removing hair and body slimming products. <Table 4> and <Figure 5> are the number of perfume and body cosmetics related articles reported each year.

Table 4.
Yearly status of perfume and body cosmetics related articles

Year	Perfume	Body cosmetics
2010	1	1
2009	2	2
2008	0	1
2007	1	1
2006	2	3
2005	5	6
2004	3	5
2003	2	1
2002	4	5
2001	3	4
2000	4	3
Total	27	32

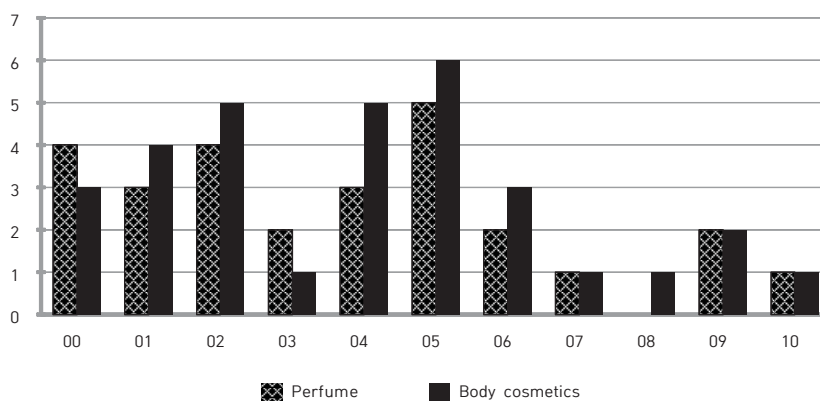


Figure 5.
Yearly distribution of perfume and body cosmetics related articles

As the traditional gender ethics in which masculinity is emphasized for men has collapsed world-wide and the female value system has become prevailing, there are more males who are becoming interested in removing body hair. Reading a report on Donga Daily in 1979 (Lee, 1979), in a column called 'misunderstandings on body hair', there are phrases such as "European male's wide chest with much hair looks masculine and passionate", "the funny thing is that some men with no hair on their chests and very skinny almost showing their rib bones expose their bony physique and proudly think they are at the peak of the fashion.", which tells us that men with hair were favored in the past. However, in a survey (Lim, 2001) of both males and females in their 20s and 30s in 2006, 92% of women said they did not like hairy men because they looked 'messy', and 36% of men answered they were considering removal of body hair, which tells us that the way of thinking has changed a lot. In a research of a department store in 2009, the number of male customers in their 20s who bought body hair removal product for arms and legs has increased 34% compared to 2008 (Jang, 2009).

In a research on male lifestyle, 80% of Korean males think well-groomed body and appearance help them to succeed, and the time invested on grooming body and face turned out to average two hours. This indicates there is increasing recognition that appearance is important for men, and the area of grooming has extended from not only the face, but also the body as well. An underwear company in 2008 launched functional complimenting underwear to tighten stomach muscles, which was sensationally popular (Shim, 2008). Due to 'body management' heat among men, male body care products purchase rate has also increased. According to an investigation of an online shopping mall in 2010, the purchase rate for body care product has increased 20% compared to the previous year (Shim, 2010). Originally, body care was mainly focused on moisturizing products, but now slimming products for men have also been launched and have become greatly popular. In 2008, a company that launched a body gel as a

male abdomen management product that helps maintain elastic skin, and a slimming patch that helps disintegrate fat and enjoyed a 300% increase in sales revenue compared to 2007 (Choen, 2008). The new body slimming gel for men introduced by A Company supposed to give elasticity in the abdomen muscles and skin was so popular that it was out of stock in the first month of sales, and various other products were also introduced in male only make-up brands.

Background analysis of increasing male make-up

Change of social recognition

Women's involvement in work-force and changes in gender role recognition

In the 21st century, the traditional gender role concept is broken and the trend of men becoming like women has accelerated. The traditional barrier of gender role has collapsed and the male image of patriarchal men as shown in the expressions such as 'ability for men, appearance for women' or 'men are to appreciate, women are to be appreciated' has changed. As women actively participate in society, their economical ability has grown and it has become difficult for men to satisfy women's selection only with their ability. As a result, men who manage themselves thoroughly have started to be recognized as socially competitive. The traditional image of man is strong and masculine, but now men also pay attention to self-management and pursue beauty by paying attention to their appearance and taking care of their skin. In a report titled 'A quiet revolution among men and women in 2004', 62.7% of men said men could put on make-up, and the male students between the ages 9 and 24 acknowledged the appearance counts as a competitive force in today's world (Koh & Kim, 2004). Not only the young people who go through job searching, but the middle aged men who have to survive in the extremely competitive world have become more serious about grooming. But even if without such specific reasons, there is an increasing number of men who take care of their appearance just for their personal satisfaction. This way, men are the object as well as the subject of beauty-related consumption. In various media, there are men even more beautiful than women drawing attention and many cosmetics companies launch many beauty-related male products.

A UK economist called Harmermesh labeled the appearance of job-seeking participants in five levels in his study 'The inter-relations between appearance and success' and examined the influence of appearance on their income. As a result, when all the human capital variants are considered to be the same, including academic background and career experience, marriage status, and the industry, men with better appearance received 5% more salary than men with average appearance and those men with appearance labeled less than the average earned 9% less than the normal rate (Kim, 2009). When Korean men of ages between 25 and 37 were investigated in 'Lifestyle of men', 80% of Korean men think that 'well groomed body and appearance help succeed' and the time invested for body and facial grooming was on average 2 hours daily (Lee & Kim, 2006). The consumption pattern of men traditionally focused on houses and cars is now expanding to more diversified areas such as beauty, fashion and childcare

that were considered as women's job in the past. Among the brands for infants, nappy bags for daddy and push-chairs suited to male body shape and preference for men have been introduced and in some department stores and marts, there are even nappy changing facilities in male toilets. In one department store, there is 'Father's room' in Kid's Lounge and the male toilets are enlarged so that men can shop in a pleasant environment.

Changes in the recognition of sense of beauty

Unlike the unfavorable recognition towards men being conscientious about their appearance in the past, the esthetic standard for men has changed as time passed. As is shown in a report of Kyunghyang Daily in 1981, "men with common appearance and easy going manners such as the man described in the pop song, "Man from Gyeongsang Province", were regarded as attractive in Korean society those days. An overly neat and tidy man was ridiculed as a 'gigolo', but a man with quick-combed hair style and creased pants that did not bother about the appearance but having an easy going character was regarded as a 'trustworthy man'. The idea about men becoming feminine is criticized by most of the older generation. Some criticize it as 'inconsiderate behavior' or some are worried that men are becoming 'feminized' or 'weakened'. Some said it was the sign of the end of the world, and some women lamented 'manly men are disappearing' (Seo, 1981).

As was reported in one of the articles on Kyunghyang Daily in 1995 (Park, 1995), male actors with muscles were popular and there was a competitive mood among male actors for body building, which proves that men with muscles were popular in those days. However, in recent times, as we can see in the newly coined word, 'flower-handsome man', which means 'man as beautiful as a flower', men with pretty faces with smooth skin are favored. In a report on changing history of sense of beauty in men, men with big chin and strong lined face was favored before the 1980s and actors with manly feature were popular in the early 1990s, but in the late 1990s men with smaller face and not too thick eye brows with not too big nose, and with slight addition of femininity started to be popular, and in the 2000s men with beautiful face even in women's eyes, have become popular, thus changing the trend, and it was found that the preferred faces have changed in the stream of time (Ha, 2007).

The change in sense of beauty has affected on sales revenue for male-related goods. According to a statistics of a department store in 2008, the number of male customers increased 21% compared to the previous year, and the sales revenue from the male customers was 26%, which was much higher than that from the female customers (16%), even if there was an on-going recession. In the case of B Company that sells male cosmetics, the sales revenue of 2008 increased compared on the previous year by 50% (Yonhap News, 2009). As such, the change in sense of beauty towards men has influenced the overall male cosmetics and fashion industries.

Expansion of mass culture

The development of communication technology has brought forth the unlimited expansion of information

and culture, overcoming the limits of space. Satellite broadcasting has opened up an era of broadcasting without borders, and internet has created the information society in the global village (Kang, 1998). With the spread of the internet, the rippling effect and added value have been extended beyond expectation. The development of digital culture and IT technology has created many changes over time. People get information fast and easily through television or internet, which enables the spread of fashion and vogue faster as well. This brought the popularization of beauty and influenced the industry overall. Modern people live facing mass media such as television, newspapers, magazines and internet, and generalization of mass media affects the general public with fashion and spreads it to bring forth the generalization of beauty and popularization. In the information era, the quantity of information that the consumers can get has increased by a limitless factor and the development of media brought qualitative improvement in public culture, which influences culture and overall industries including fashion and beauty with great impact.

There is a good example of mass media affecting beauty industry, when a history soap opera became popular and brought Korean traditional herb cosmetics to attention. KBS soap opera such as 'Hwang Jinyi' and MBC drama 'Jumong' in 2006 became very popular and along with it brought the popularity of Korean traditional cosmetics. As the method of applying make-up for Korean women in the olden times was introduced in 'Hwang Jinyi', the interest in Korean traditional herbal cosmetics brought rapid growth in their sales revenue, and likewise, as the drama 'Jumong' drew male viewers' attention, men also started to seek for herbal cosmetics. <Figure 5> is the analysis of yearly production of cosmetics provided by Korea Cosmetics Association. 'Seol Hwa Soo', a brand name of Korean herbal cosmetics, had almost 41.29 billion won of sales revenue in 2005, and when the historical drama drew attention, sales for 2006 increased to 46.31 billion won (Son, 2006).

Table 5.
An actual output of Korean mega brands

Rank	Brand	2007		2006		2005	
		Monetary amount (\$1,000)	Quantity (1,000pcs)	Monetary amount (\$1,000)	Quantity (1,000pcs)	Monetary amount (\$1,000)	Quantity (1,000pcs)
1	Sulwhasoo	520,962	301,822	463,137	267,656	412,953	219,003
2	HERA	409,513	198,677	374,998	182,551	355,808	168,806
3	O HUI	162,903	65,983	138,963	54,289	94,029	53,153
4	IOPE	146,337	52,420	127,545	41,927	91,017	23,623
5	ISA KNOX	135,626	42,926	139,422	41,354	132,975	30,611
6	WHOO	111,358	57,357	85,466	45,316	9,914	9,878
7	ELASTINE	115,987	39,091	100,410	21,631	100,448	20,657
8	LANEIGE	113,926	30,781	78,687	36,310	84,363	38,236
9	Sooryehan	91,540	35,988	69,105	28,100	28,194	11,930
10	mise en scene	113,881	49,664	90,429	44,097	100,746	47,647
11	Mamonde	82,504	29,731	76,323	25,522	66,677	22,176

Development of scientific technology and medicine

Extension of average life expectancy and youthful face fashion

The average life span of human beings has critically extended in the 20th century with the development of medical technology and sufficient supply of nutrients. Due to the development of medicine and science, the management of old age has increased (Baek, 2006), and this has expanded the market for functional products including anti-aging and wrinkle improvement products, affecting the cosmetics industry.

According to a report by the Industrial Property Office (Aug 24, 2001), the number of patent applications for functional cosmetics has increased lately and among the functional cosmetics, especially the development in wrinkle improvement and anti-aging cosmetics, together with the aging society by development of medical technology and the increase of desire for young and elastic skin, has become a burning interest area of related industries. According to a report by the Food and Drug Administration of Korea on functional cosmetics, from August 2009 to December 2009, among all the registered items of 1,636 for the screening test for functional cosmetics, wrinkle improvement cosmetics took 43% with 701 cases. Including combined functional cosmetics with other functions, the total number reaches 955 cases, which is 58% of the total product, indicating that the percentage of wrinkle improvement functional cosmetics product is great. This proves that the aging population, with the extension of average life span, affects cosmetics industry with development and increased sales revenue in cosmetics including anti-aging functional cosmetics and sales revenue.

A young-looking face means 'face of an old person that looks like a young person's face'. In today's society, it is used as meaning 'appearance that looks younger than one's age'. An appearance that looked young was regarded as a weak point in business in the past, but has become a strong point in today's society as it is considered as self-management to make oneself look younger, and now even aged CEOs try to have a young-looking face with a plastic surgery (Kim, 2007). And in job interviews, young looking faces seem to be preferred. In a survey of manpower department employees of companies in Korea, the influence of looking younger than the actual age when applying for a job turned out to be great, as 62.4% of them said it affects the decision of employment and 65.9% of them said they actually prefer younger looking faces (Kim, 2006b). This seems to be due to the recognition of self-management of people with younger looking faces. As the fashion of young-looking face is the trend, medical practices area has adopted various plastic surgery options to create young-looking faces, and anti-aging clinics are on the increase. For the cosmetics industry, lines of anti-aging have appeared for each brand and methods to put on make-up in order to look young and related products have been drawing attention.

Destruction of environment and the trend of wellbeing

Wellbeing means a type of life or culture in which happy and beautiful life is pursued through the harmony of physical and mental health and has influenced the Korean society (Kim, 2006c). The trend of wellbeing in Korea has been introduced through mass media in 2001 and since then, due to the fear

from environmental disasters such as yellow sand and mad cow disease, it is spreading rapidly (Choen, 2005). There are many products presented with naturalism from overall industries and this can also be regarded as the influence of the trend of wellbeing. Naturalism pursued to co-exist with nature, using natural material and going through minimal manufacturing process (Koh, 2004). Naturalist cosmetics include vegetable-originated products or environmentally friendly products that are made of natural ingredients or originated from vegetable ingredients. As the resentment against the pollution has grown and together with the mad cow disease scandal in 2008, the distrust against cosmetics using animal ingredients has also increased. Due to the people's yearning for clean nature and environment and the preference for pure vegetable ingredient, the naturalist cosmetics have become popular. The environmentally friendly and organic cosmetics have become popular and this has a great impact on cosmetics market as it is not only a trend but also as it boosts the company image by protecting the environment (Hwang, 2010).

In Korea, since the industrialization in the 1970s, the number of children with asthma and atopy skin allergy has increased and there was a movement to find the cause of the polluted environment (Choi, 2004). An example of skin disease due to the air pollution is atopy skin infection, and it is known as a representative environmental disease together with hereditary element (Ahn, 2007). The environmental factors include increase in various environmental pollutions, use of food additives and dust mites allergen due to the increase of indoor temperature. That's why cosmeceutical cosmetics have been introduced. Cosmeceutical is a combined word from cosmetics and pharmaceuticals, meaning medicine, and it signifies cosmetics that reinforce the improvement in skin diseases including atopy. As such, the main medical companies and cosmetics companies have introduced numerous anti-atopy cosmetics, proving that the environmental pollution affects the cosmetics industry.

<Figure 6> and <Figure 7> are graphs showing the growth trend of brand shops and sales revenue of L Company that has the environmentalism concept. For the cosmetics sector, responding to the wellbeing trend, organic and naturalist cosmetics are introduced and especially some organic cosmetics have become so popular that they take up the upper most sales revenue for cosmetics area in a department store, proving the concept of wellbeing affects the cosmetics industry.

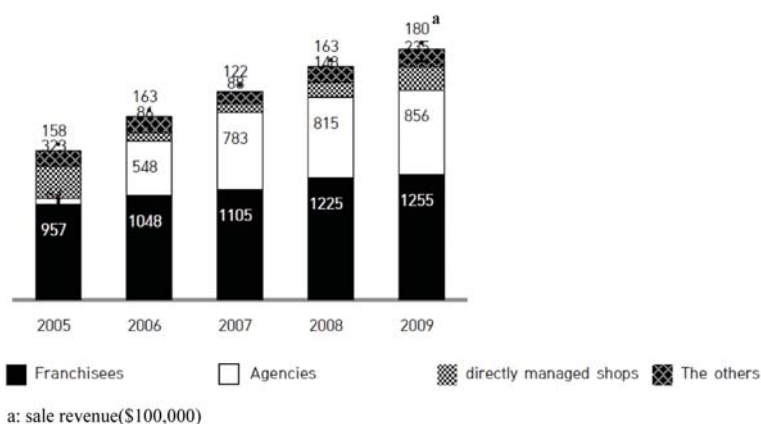


Figure 6.
The change of increased sales revenue of cosmetics with naturalist concept

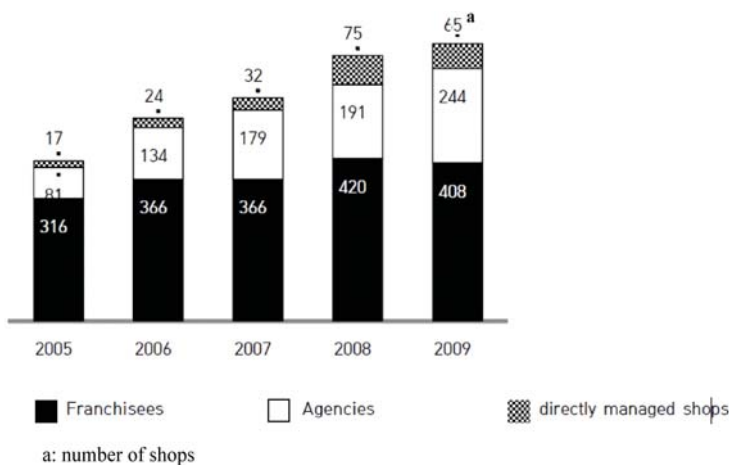


Figure 7.
The change of increased brand shops of cosmetics with naturalist concept

Consumer society and consumption culture

Modern society has turned into the great consumer society and this has rapidly changed the pattern of consumption. With the achievement of rapid economical development and thus indulging in material riches and benefits, followed by the change in value system towards consumption, people have shown various consumer behavior, and the meaning of consuming act is being emphasized in today's world (Kim, 1998). Through the consuming act, one's identity is formed and one's behavioral pattern is decided, con-

sumption becomes an important mediation in the relations among individuals and between the individual and the society. As such, the consumption of products in the modern time has cultural characteristics, not only a statistic of desire to consume, but also creates a consumption culture as the main element for culture formation. Consumption in the modern society includes contents of the entire consuming process in the consumption society, not restricting to the use of commodities and services. It has influenced overall facets of our life, including the desires of daily life, self identity, socio-political significance, accelerating globalization, etc, and the influence has become great. The ultimate goal of consumers in modern society is not the consumption as a tool to pursue one's needs but a satisfaction that can be obtained by consuming the characteristics of services and commodities (Paik, 1998). The individual's consuming act in the modern society forms each person's identity, overcoming simple satisfaction of desire, and becomes an important factor in deciding one's behavioral mode, taking an important mediating role in making relations among people and between people and the society (Choi, 1996). That is, the consumption has cultural characteristics, and consumption and culture in the modern time have a very close relationship will work as a main element for culture.

Consumption culture is a culture in which people form self-identity through consuming act and decide one's behavioral mode, and thus consumption culture becomes an important mediation in relations between an individual and the society as well as among individuals (Choi, 1996). Consumption culture is a type of cultural mode that the characteristics of modern consumer society is expressed in daily life, and it means that the only passage to participate in culture is consumption and modern individuals pursue and achieve satisfaction through consumption. In the modern consumption culture, the concept of consumption includes not only the functional element, but also a symbolism, in which the individuals overcome the functional use of commodities and services, and use the consumption act as a tool to transfer one's self-identity and communication, and this can be seen to have a close relations with the formation of the identity of the society itself. As cosmetics have the function of expressing self-identity, increasingly there are more people who put on make-up in the modern society.

Conclusion

Nowadays to men, cosmetics have become a tool to increase one's value and express oneself as well and more men are interested in cosmetics. In this study, the change of male cosmetics was analyzed by reviewing the newspaper reports and the social background of men who are more interested in their appearances. As a result of the analysis of newspaper reports, it was found that the percentage of articles about foundation cosmetics was the highest with 37%, and the articles on social phenomenon that men are interested in their appearance came second with 14%. Other items including introduction, marketing and related statistics of male cosmetics were 12% and articles on how to manage male skin were 11% respectively. On the other hand, articles related to perfume and body cosmetics were 10%, while articles related to male hair style and hair management were 7%.

The social factors of increased male interest in their appearance could be found in the change of

social recognition, the expansion of mass culture, the development of science technology and medicine, and the influence of consumption society. With the women's social status growing, there are more women with economical power in today's world, and men need to possess not only capability but appearance for success. In the past, for men, a masculine image was more favored, but nowadays men with a pretty face and clean skin have become more popular. Such changes brought forth sales increase in male cosmetics and have affected the cosmetics industry with the increased sale of color cosmetics. With the development of communication and mass media, the consumers can get information on fashion easily through various media, including internet and television. As the information on fashion and cosmetics can be obtained easily, this development has affected fashion and beauty related industries as well. The development of scientific technology and medicine have led to the increased desire to live a long, young and healthy life. Such trends are reflected in the increased popularity of youth-looking face and well-being. The trend of pursuing a young appearance led to the increase of functional cosmetics including anti-ageing and wrinkle improvement. As wellbeing becomes more important, there is more emphasis on naturalism in the cosmetic industry and organic cosmetics are on demand. With the expansion of consumption culture, consumption has become to mean not only purchase of commodities but also the improvement in life quality and satisfaction. It has become an important cultural mode in social relations and identifying individuality.

This study will suggest a direction of future market for male cosmetics and it could be used as a reference for marketing strategy in cosmetics industry in Korea. However, authors acknowledge that, by analyzing only ten years of newspaper articles, this study may be limited in its research as well as in the interpretation of the changes in male cosmetics. Authors also expect a more concrete and systematic research will be conducted in the future.

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