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박 복 규 교수지도
석사학위 청구논문

**A Study on Vietnamese Women and
Their Makeup**

2011

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NGUYEN VAN NGHIA

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박복규 교수지도

이 논문을 석사학위논문으로 제출함

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Abstract

I. Introduction

Being beautiful and attractive is a human basic instinct since the primitive. And as time gone by, people created more various ways of making themselves become fairer, so to born the cosmetic industry and the makeup culture. This study researched on the makeup culture in Vietnam through years, by analyzing on the style of the celebrities living at each period, and comparing to the world's trend to figure out the influences and the own Vietnamese style, also recommend the makeup style and cosmetics that may suit with the Vietnamese people. Unlike other country that living in peaceful, due to the ideal geography position, Vietnamese people have to struggle with many invader from many countries like China or the USA etc, those who wanted to occupy this nation. Because of the long wars and difficult economic condition, the development of style and makeup trend can't be divided in each decade like others country. So that this study only focusing on the most expanding time of the movie industry that are 60s, 90s, and 2000s, analyzing about the makeup and hair style of celebrities living in those time to find out the typical trends. In 1960s, under the occupying of the US, Vietnam was effected a lot by the US culture and also the makeup style. The most popular trendy makeup that is the Mary Quant dramatic eye makeup with thick dark eyeliner and the faux eyelash, or the makeup of Elizabeth Taylor in Cleopatra(1963). Bridget Bardot's beehive hair was imitated by many ladies in 1960s as well as the bob hair can be seen in a lot of 1960s CD covers. In 1990s, 15 years after the unifying into one freedom nation, there's a lot of change in economy, culture and the social life. People take more time to enjoy their life and the entertainment industry growing stronger. As well as the nature healthy makeup look was popularized in the late '90s in the world, also in Vietnam, thick round eyebrow was trendy in the makeup

style to bring out the lively healthy face. Since the doll-like innocent face was loved by many people, neutral bright tone eye shadow was use with black eye liner to create a lovely big eye go with glossy vivid lip. The popular hairstyle was natural long hair with slightly curl, hair stayed in nature back without colored. In 2000s, Vietnam became one of the world's fastest growing economies, bring about the expanding in every aspects in social life. The movie industrial changed into more professional way. The idol-culture grew strongly making celebrities being more powerful and famous. The makeup now becomes more sophisticate and more nature, which gives makeup artists more challenges. Updo hair styles were love my many celebrities to show out their beautiful faces, also making an elegant image. About the makeup style that suit with Vietnamese woman, due to the high humidity of tropical weather, too glossy makeup won't be appropriate. Nature matte to soft glow makeup product will be preferred by most of Vietnamese woman. Due to the strong ultraviolet rays during the year, sun cream is a very important product to prevent skin premature. In choosing skincare products, oil-base cosmetic might not be suitable for Vietnamese skin. Light weight oil free skincare products are recommended for typical Vietnamese woman skin. Whitening care is also a big issue that many woman care about a lot. Understand the need of whitening care for each skin condition is an effective way to brighten the complexion. In order to study about makeup styles for Vietnamese woman, analyzing the imperfections of the typical Vietnamese woman face shape to find out the appropriate makeup technique is important. Now being beautiful and attractive is not simply just a need, it's become also a courteous attitude of the new modern woman.

1. Research purpose

This research focuses on analyzing the makeup and hairstyle of the most famous and beautiful Vietnamese celebrities in the 60's, 90's, 2000's - the most development periods of the movie's industry in this country. Also studying on style in the same decade of the world, so it's easy to compare the affection and the own signature style of Vietnam. Through that, the commons and the different points of Vietnamese style and the world were showed. In the second part, recommend skincare regiment that suit with Vietnamese skin and make up technique to keep the makeup lasting longer in the tropical hot and high humidity of Vietnam weather. The third part represents makeup technique to improve the imperfection on the typical Vietnamese face shape, also demonstrates processes of recent makeup trend for modern Vietnamese woman in different occasions.

2. Research contents and areas

Since Vietnam have reunited into one freedom nation for just about 35years after been through many hostilities to fight for liberty, it's hard to form a new trend in each decade like other countries. For that reason, this research will be concentrate in the most develop times of the movie's industry in 60's, 90's and 2000's , which is, of course bringing about trends. By this study, the makeup and hairstyle of the celebrities in each decade could be seen, also compared to the world style in the same decade. Research's information almost been gathered from other makeup researches, makeup books, the Internet, magazine pictorials, documental films and movie's posters. This research is also recommends suitable cosmetics and make up style for modern Vietnamese woman with information from makeup books and magazines.

II. Main

1. History of beauty trend in Vietnam- The big 3 periods



<Fig. 1> **Thuy Huong** [<http://www2.vietbao.vn/images/vi55/giai-tri/55148967-duyettinthuyhuong4-55.jpg>] **2011.5.29**

In the long history of Vietnam, Vietnamese have been through a lot of wars to fight back the invader enemy, like the 1000 years struggle with the China or the resistance war against French colonialism in 100 years, so it's easy to list the name of those great national heroes but really hard to find a name of an beautiful woman to go down in history like another countries.

As a result, to mention about the beauty trend, this research would be focus on analyzing about the most blooming period of movies and music in Vietnam which is in 1960, 1990, and 2000, in order to find out the typical make up or hair-dress style trend by learning the style of the celebrities living in those time and compare with the world trend also, to find out the influences and the own style of Vietnamese trend.

1) Makeup and hairstyle trend in 1960s

(1) 1960s World's trend

① Make up



<Fig. 2>Helena Rubenstein 1967

[<http://www.fiftiesweb.com/fashion/make-up.htm>] 2011.5.29

The shift between the '50s and the '60s is usually explained by the fact that, during the Sixties, around 70 million young people became teenagers nearly overnight. In a country whose population was about 177 million, a significant portion of the population was undergoing that radical, hormone induced, years-long agony called puberty. Post-war economics had made many people comfortable, and teens had more spending power and personal freedom than ever. The 60s was called revolution sixties or swinging sixties, showing the development in culture and lifestyle change into a completely different way compare to the first half of the century. In 1960's, there's a transform in makeup style from the basic feminine look with snow white skin and red lip into a new more personality and diversity.1)



<Fig. 3>Avon, 1968

[www.fiftiesweb.com/fashion/make-up.htm] 2011.5.29

1) 정혜영(2008) <고대 이집트 메이크업과 1960년대 메이크업 상관관계연구>성신여자대학교 아트 . 디자인 대학원 석사학위 논문, p37



<Fig. 4> Mary Quant

[http://2.bp.blogspot.com/_dCVZ3U_lipU/SGHCbDIeewI/AAAAAAAAADAI/cK2dXkn8cGk/s400/Queenie_mary_quant_caschetto.jpg] 2011.5.29

Unlike the too-natural Hippie look, the early Natural Look was anything but heavy foundation makeup (called "translucent"), masked the complexion, which might then be brightened by a mod pink blush. Many cosmetics designers decided to forego blush entirely, settling on a matte, slightly tanned look for foundations, and playing up the eyes. Lips were left nude, covered with foundation, or in shimmering, titanium-based lipsticks in shades so pale they made models into anemic aliens. Faux eyelashes were also in vogue, and many women put mascara on top of them. Eye makeup was harsh: eyeliner all the way around the eye; eye shadow up to the brow bone, even in daytime. Big, dramatic eyes were the ultimate fashion ploy. Mary Quant attracted many people attention with her makeup style: face without too much cosmetics, just focus only on the eye makeup, claimed on her book "Quant on Quant" that "Lipstick color should be transparent. The only makeup part should be only focus on is the eye. Just because you can use many kind of eye shadow, eye liner, mascara, faux eyelash on it". And the icon for this 60s trend makeup was Twiggy.2)

2) 정혜영(2008) <고대 이집트 메이크업과 1960년대 메이크업 상관관계연구>성신여자대학교 아트 . 디자인 대학원 석사학위 논문, p39



<Fig. 5> Twiggy – Fashion icon of the 60's

[<http://whatever.losito.net/images/twiggy.jpg>] 2011.5.29

② Hairstyle

The 1960s offered a very elegant and graceful take on hairstyles for women and men alike. Many of the 1960s hairstyles were in transition from the big hair of the 1950s and headed towards the frizzy and out of control look of the hippie age. Before the onset of the hippie stage which occurs at the end of the 1960s the beehive was incredibly popular look for women. Especially, by the black civil right's movement, the signature hairstyle of black people called afro style was also become trendy. In the late of 60s, by the influence from the hippy culture, long straight or ethnic braid hair can be seen everywhere.³⁾



< Fig. 6>Bridget Bardot in Beehive Style

[nickyclarke.com/wp-content/uploads/2011/01/beehive-bardot-2.jpg] 2011.5.29

3) Kwon, Ku Jung 외.(2009) Makeup Icon 서울: 청구문화사, p.50-51

Vidal Sassoon also assisted this hairstyle turn out to be more popular. Bob cut hairstyles are very easy to manage for the nowadays working woman. In 1963, Vidal Sassoon introduced the geometric, asymmetric, 5-point hairstyle, which was a modified side of the classic Bob hairstyle. Instead of annoying to tame the hair, which up to that point had been a focal point for many of the 1960's hairstyles, Vidal let the hair swing free.



< Fig. 7>Sassoon geometric cut[<http://www.vaboomer.com/sassoon.jpg>] 2011.5.29

(2)1960s Trend in Vietnam

In 1960's, despite of the escalating of the war in Vietnam, at Saigon - the largest city of the south Vietnam, knowing as the "Pearl of the Far East" and "Paris of the Orient", movies is still a booming industry. Hence, it brought about the rising of new stars and new trends to be follow.



< Fig. 8> Young ladies in Saigon street, mid 1960s

[3.bp.blogspot.com/_92I4hQEDKz0/ShOzyUvwiVI/zTcHEXhUJvU/s400/Photo+key+14.jpg]2011.5.29

4) 이미지 Professional Art Makeup 서울:경춘사 2009, p.63

① Make up

Tham Thuy Hang was considered as Vietnamese top star of the movie industrial of South Vietnam in 1960s. Her beauty and acting talent gained herself success and reputation. She starred in tons of movies, include films co-operated with America, Philippines, Thailand, Hongkong ... Her makeup and hair style inspired most of Vietnamese women in 60s, everyone want to be beautiful and gorgeous like her.

Being under world's influence, the makeup of Tham Thuy Hang and a lot of Vietnamese celebrities in 1960's focused on the big dramatic eye. Especially, the makeup of Twiggy and Elizabeth Taylor in Cleopatra movie (1963) was imitated by various Vietnamese celebrities and noble ladies at that time.



<Fig. 9> Tham Thuy Hang

[http://images.yume.vn/blog/201103/26/1301139516_Tham_Thuy_Hang_avant.jpg] **2011.5.29**

Her eyebrow was drawn by deep black pencil, stayed in round shape. In eye makeup, white or pale blue shadow was applied first all over the eye lid, than a thick black or dark brown liner was drawn along the natural crease of the eye and around the lash line. Faux eyelash and volumizing mascara often used combines with dark thick liner to create a deep sexy 60's signature look. Glossy neutral or hot orange lipsticks were must-have items also, go along with peach cheek to

4) 이미지 Professional Art Makeup 서울:경춘사 2009, p.63

make more healthy face.

② Hairstyle



<Fig. 10> Tham Thuy Hang 1

[camnanggiadinh.com.vn/giai-tri/chuyen-cua-sao/nguoi-dep-binh-duong-tham-thuy-hang/CKHKAK] 2011.5.29



<Fig. 11> Tham Thuy Hang and Thanh Nga

[files.myopera.com/chiasenhac/albums/3599842/ThanhNgaThamThuyHang%202.jpg] 2011.5.29

Although Vietnamese woman are very proud of their long silky black hair and often let it down, but in some special situations, they loved to make a more gorgeous elegant hair to pair with the traditional clothes-Ao dai. So does Tham Thuy Hang, she appeared in front of the media most of the time with her black long hair, but sometimes, she

4) 이미지 Professional Art Makeup 서울:경춘사 2009, p.63

showed up in beautiful beehive up-do hair, for a more modern Western look. Big curly hair with volume focus on the top of head was also her favorite hair. This style stills popular until the late 1980s, which can be matched very often with the traditional Ao-dai.



<Fig. 12> Tham Thuy Hang 2

[kimvo.net/music/pictures/ThamThuyHang/TTHang_05.JPG]

2011.5.29



<Fig. 13> Tham Thuy Hang 3

[tapchithegioimoi.com/images/nt_0712-tth.gif]

2011.5.29

2) Makeup and hair trend in 1990's

(1) 1990s World's trend

① Make up

The early of 90's brought forward the big issue of protecting environment and the ecosystem, causing the appearance of important subjects like recycle, ecology. Preference of using the nature material presented variety and dissolved mutually many factors like laird, grunge, neo hippy style, orientalism, naturalism.⁴⁾

The popularity of grunge music strongly influenced makeup in the early 1990s. Slept-in, heavily-applied black eyeliner was one grunge look, as were (sometimes smeared) red lipstick and black nail polish.

4) 이미지 Professional Art Makeup 서울:경춘사 2009, p.63

Lips that weren't red often were a dark metallic color. Glitter also was popular and was applied on eyes, lips and cheeks. Colors during the early '90s were intense--deep reds, purples, greens, blues, and silvers, often with a black tint. Pale, matte skin was popular and foundation often was lighter than skin tone. Mascara was applied to keep the eyes looking dark. Blush was usually not worn, and eyebrows were not shaped or were more upturned.



<Fig. 14> YSL 1994 Autumn Look

[2.bp.blogspot.com/_aT0H7fiVURg/TPNDY-roLhI/AAAAAAAAAS74/hlOeD-3n4S0/s1600/Picture+15.png] 2011.5.29

Neutral, matte makeup was popular during the mid to late 1990s. A wide variety of neutral, light pink, and brown shades were worn on the eye, such as a light shade on the lid, a darker shade in the crease and highlighter on the brow bone. Eyeliner typically was dark and applied only to the top lid; lipstick and foundation were matte.

Liquid or cream foundation was applied all over the face and topped with a dusting of powder. Deep red/wine lipstick and lip liner was worn for an evening look, while daytime lipstick stuck to light brown, neutral and pink hues with liner. Lip liner was worn even if lipstick and gloss were not. Mascara in browns and blacks also were popular. Blushes were creamy pinks, dusty rose tints, and neutral/bronze colors.

5) 오세희 Style Make-up 고양시:성양당.com 2005, p.299

Eyebrows of were of medium thickness, well-kept and sometimes bleached.



<Fig. 15> Linda Evangelista



<Fig. 16> Givenchy 1993 A/W

[r-go.ca/images/linda_evangelista_150c.jpg] [makeup4all.com/wpcontent/uploads//2010/10

/givenchy-ad-with-Carla-Bruni-1.jpg] 2011.5.29



<Fig.17> 90's Beauty Icon Cindy Crawford

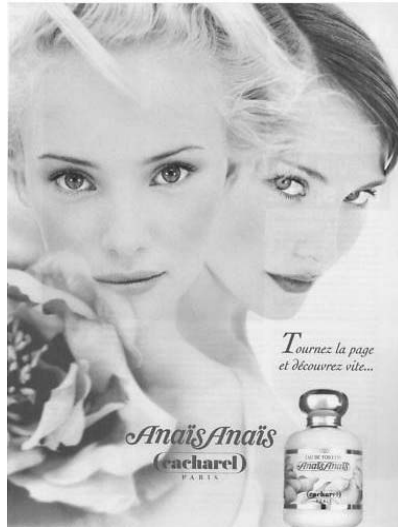
[hotcelebrity.name/wp-content/gallery/cindy-crawford/cindy_crawford_01.jpg]

2011.5.29

The bare face/no-makeup look was popularized in the late '90s which brings on the bright and clear impression. It prefers to use a little bit amount of powder than to cover freckles, while eyes are colored with nature and soft shadows. In the affection of ecology style, the trendy

5) 오세희 Style Make-up 고양시:성양당.com 2005, p.299

color were white, beige which are not glamour, calm but natural-friendly, and green, black grey reminds of the mossy rock. Natural material was use to decorate around the eye or on the eyebrow naturally.5)



<Fig. 18> Anais Anais Cacharel Ad. 1996

[mimifroufrou.com/scentedsalamander/images/anais-anais-cacharel-ad-1996.jpg]

2011.5.29

② Hairstyle

Women hair changed from the teased curls popular in the 1980s to straight, smooth hair, gradually between 1989 and 1995. The pixie cut and Rachel haircut, inspired by a character from the TV show Friends, were popular among women in as early as 1995. Straight hair was also styled with a short fringe cut just above the eyebrows and those with Afro-styled or naturally curly hair would rely on a Relaxer to keep the sleek straight hair.

5) 오세희 Style Make-up 고양시:성양당.com 2005, p.299



<Fig. 19> Angelina Jolie with pixie cut hair in Hackers(1995)

[http://i.telegraph.co.uk/multimedia/archive/01117/1995-hackers_1117982i.jpg] 2011.5.29



<Fig. 20> Jenifer Aniston as Rachel in Friends Series

[images.contactmusic.com/newsimages/jennifer_aniston_with_the_rachel_cut_1195643.jpg]2011.5.29

In the early of 1990s, due to the influence of ecology trend, the natural long wave hair with bright color was ended in the mainstream. Also affected by the grunge look, shot hair with bang and short cut at the back of head was trendy. In the middle of 90s, since the minimalism was popular, people love the simple style by removing hair accessories, styled hair with bold wave or straight for long or short hair. In the late

90s, to emphasize one's personality, volume was not given to the hair, instead, straight and shiny hair was in vogue.⁶⁾

(2)1990s Trend in Vietnam

15 years after unifying into one freedom nation, there's a lot of changes in politics, economy and also in entertainment in Vietnam. GDP rate about 7% per year shows the strong improvement in living. In 1990's, appear a new trend of making movies called "instant noodle movies"- talking about films that produced just only for pure entertain, not contain so much artistic value or make audiences have to think deeply about it. This is also one of the decade that the entertain life of people grows so strong, also born the "idol culture"- making many celebrities become more powerful and respectful.

① Make up



<Fig. 21> Viet Trinh



<Fig. 22> Viet Trinh 1

[ttvnol.vcmmedia.vn/images/56598/VietTrinh21_1306774030.jpg] [vna2z.com/data/media/12/Viet%20Trinh.jpg]

2011.5.29

2011.5.29

Viet Trinh was one of the most popular actresses in Vietnam in 1990s, possessed an innocent beauty face and natural acting talent, she was casted in most of the famous movie projects at that time. She appeared in many calendar pictorial, became a beauty icon, and inspired the

6) 이미지 Professional Art Makeup 서울:경춘사 2009, p.56

makeup of Vietnamese women in 1990s.

Innocent big doll-eyes is her signature look, also became a popular trend in 1990's. She used to have her both upper and below eye line drawn by black liner to create more big eyes. Long faux eyelashes was used also make it romantic but seductive also. Only neutral bright tone eye shadow was used to soften the black liner. Her thick and dark, round eye brown was popular during the early to the mid of 90's, bring out the nature and healthy sporty look.

Matte foundation is always the must have item of Viet Trinh's makeup and the shade must be one tone lighter than her real skin. Makeup powder was added on top to help holding the complexion fresh and stay all the day. Light pink or peach blush was the common choice of her and most celebrities at that time. The point of the make-up is not also the baby doll eyes but also go to the luster lip. Vivid color like red, orange or pink with same shade lip gloss on top of the lip make it plumper and help to finish the full-make up look.

② Hairstyle



<Fig. 23> Viet Trinh 1[<http://newsimg.rola.vn:8080/8/6/1yxbny5u.jpg>] 2011.5.29

Since people really into the feminine and natural looking girls in 90's,

natural long hair with slightly curl is popular. Her hair's just simply dried up then fix with a little hair mousse to add volume. Bang hair is favorite also to make the face become smaller and lovely. Hair accessories like scarf, big hat or hair band sometimes are used for emphasizing femininity. In 1990s, colored hair was consider as bad attitude, so non Viet Trinh nor another actress did color their hair, hair always stay in nature black.

3) Makeup and hairstyle trend in 2000's

(1)1990s World's trend

① Make up

In 2000s, the retro makeup becomes trendy, brings along the interest of people about products from nature. The skincare science combine with makeup cosmetic and the rising of natural cosmetic products were also a remarkable point in this decade. With the scientific factors coexist with natural elements in 2000s, the attempts of approaching psychology of woman who want to go back to the pure natural by scientific keep continue. People also love to care about their body as well as the face. The shinny moisture makeup is no longer for face but also for body, the glossy was given to the face, neck, body and arms by peculiar foundation and powder. 7)

2000s - The new millennium brought the return of the product from nature to bring out the natural look. People are so into bare or transparent face that looks healthy and beautiful. As that trend grows, mineral makeup became huge.

7) 정순호(2006)<계절에 따른 메이크업의 색채 분석 연구 - 2000~2004년 출시된 화장품을 중심으로> 성신여자대학교 조형예술학과 메이크업.스타일리스트전공 석사학위 논문, p.29.30



<Fig. 24> Mineral makeup products with application tools

[o5.com/wp-content/uploads/2011/02/Natural+ --+ Mineral+ Makeup.jpg] **2011.5.29**

As beauty legend has it, it was the mid-1970s, in the aftermath of the frenzied Haight-Ashbury love-ins of San Francisco, that a quiet, little cosmetic revolution was born. It was called "mineral makeup" – products made of all natural, finely ground minerals from the earth, without any of the chemicals, dyes, and preservatives found in traditional makeup. Fast-forward some 30 years: Mineral makeup is virtually exploding the beauty market.



<Fig. 25> Estee Lauder Nutritious Vita-Mineral Makeup Collection [stylescoop.co.za/wp-content/uploads/2010/03/foundationfriday_esteelauder_vitamineral.jpg] **2011.5.29**

These are light, finely ground loose minerals that are buffed into the

skin using a wide, fluffy brush creating a soft glow healthy complexion come along with sheer natural coverage. For skin need medium to high coverage, a mineral concealer is recommended. Consumers say they are initially drawn to try mineral makeup because of dermatologists claims – more specifically, that it's pure formulations are safer and better for sensitive, even acne- or rosacea-prone skin.



<Fig. 26> Maybelline Mineral Lines Ad.

[<http://media.onsugar.com/files/2011/05/18/0/1638/16384944/ed/maybelline-mineral-power-lipcolor3.jpg>] **2011.5.29**

In natural look trend, the “nude makeup” getting lots of interest from people everywhere too. Skin looks bare with soft glow or fresh matte like baby skin. The nude lip is also a signature of nude makeup. Many brands are in their competition of making their own nude lipstick.



<Fig. 27> A Nude Makeup Look By MAC

[http://talkingmakeup.com/makeup/mac_makeup_collections.jpg] 2011.5.29

In the late of 90s, with the urge of coming back to the nature, the natural makeup keep on popular, appending the shining makeup base which empasize the healthy beauty and elastic skin.⁸⁾ This kind of makeup known in Korea as water shine (물광)make up – making the skin glossy and super shiny. We can see this look some times in global fashion shows but it become so much popular in Korea.



<Fig. 28> Hermés SS07

[forums.thefashionspot.com/f47/runway-makeup-s-s-07-a-48734-4.html] 2011.5.29

8) 오인영 외. Makeup Design <Advanced> 서울:훈민사 2009 p.148

The skin looks like you just walk out from sauna, moisturized and glowing. The benefit of this makeup is not only gives your skin super moisture but also makes you look younger with plumper perfect skin. The shine reflects naturally covers freckles and dark spots without making the makeup too thick like normal makeup.



<Fig. 29> Jun Ji Hyon

[<http://cfs8.tistory.com/image/35/tistory/2008/05/13/03/11/4828885092531>] 2011.5.29

② Hairstyle

The trendy style in 2000s were natural bold romantic wave style, feminine emphasized bang style, the unbalanced short or bob cut which shape become shorter that influenced from the retro style. The neat and feminine short hair that starts from the fashion stage gradually becomes popular.⁹⁾



<Fig. 30> Cameron Diaz with side- swept bang style

[img2.timeinc.net/people/i/2006/celebdatabase/camerondiaz/cameron_diaz1B_300_400.jpg] 2011.5.29

9) 오인영 외. Makeup Design <Advanced> 서울:훈민사 2009 p.148-149

The 2000s saw trendy styles for every level of curl. For sleek bobs or ultra-long looks, pin-straight and glossy was often seen. Long, curly dos like Debra Messing wore in "Will and Grace" were the rage in the first half of the decade, with curls to the shoulders and long layers cut in. A look between these two extremes also caught on. The wavy, tousled look, which emerged later in the decade, was most often seen on medium to long hair. Wet hair is put in a ponytail or in two very thick braids, resulting in natural waves when removed. A ziz-zag part accompanied this style, to accentuate the casual look.



<Fig. 31> Debra Messing

[myclassicyrics.com/artist_biographies/images/Debra_Messing_Biography_4.jpg] 2011.5.29

The beginning of the decade still saw the late '90s trend of darker colors of red, brown or even black hair with light highlights. This rather unnatural coloring style died out as the decade wore on, and was replaced with a trend toward a more natural look. The middle of the 2000s saw a trend toward blond hair with layers of darker brown shades beneath it, as opposed to one all-over platinum blond shade.

Another color trend later in the decade was the two-tone color of lighter blond on top with dark brown or black tips on the ends.

(3) 2000s Trend in Vietnam

In 2000s, Vietnam steps in the period of innovation and integration with another nation's economy and culture. GDP growth was 8.4% in 2005 and 8.5% for 2007 show the emerging development in economy, brings about it the expansion of the movie industry. People take more time to amuse and the industry of entertainment grows more strongly and professional. Everybody care more about their style and appearance so stylists and celebrities have to work harder to catch on the world trend.

① Make up



<Fig. 31> Nguyen Thi Huyen

[vietbao.vn/The-gioi-giai-tri/Nguyen-Thi-Huyen-dam-tham-voi-ao-dai/50843839/399/]2011.5.29

Nguyễn Thị Huyền (born 1985 in Hải Phòng) was crowned the 9th Miss Vietnam in 2004. She was the second Miss Vietnam to enter the Miss World competition in 2004 and became one of the 15 semi-finalists in the competition. Many beauty experts estimated that she got the most perfect face close to Vietnamese traditional beauty standard

with oval face, white skin, high bridge of nose, big black eyes, comes along with her wisdom and elegant.

The makeup trend in Vietnam in 2000s went more nature than the earlier decades. Nguyen Thi Huyen's makeup is also gorgeous but nature too. The base makeup is always snow white with matte or a little glowing finish. Brown high arched eyebrow matches with neutral eye shadow. The point of eye makeup used to be the black liner, to make her eye look bigger and deeper. The blush shade is sheer pink makes her face look younger. Pink lipstick is her favorite color with a glossy finish by using clear or pink lip gloss.

② Hairstyle



<Fig. 32> Nguyen Thi Huyen 1

[webphunu.net/sites/default/files/2011-21/nguyen-thi-huyen.jpg]

2011.5.29



<Fig. 33> Nguyen Thi Huyen 2

[megafun.vn/dataimages/201011/original/images]

2011.5.29

Since Nguyen Thi Huyen got a beautiful oval face with almost perfect ratio, she loves to style her hair in updo style to show out her face. The hair is added volume first then tie up and fix with hairspray. Sometimes, when updo hair is too formal, she got her hair curled and then let it down, for an informal and modern look.

2. Skincare regimen and makeup products for Vietnamese skin

Hot weather and high humidity in Vietnam cause oily skin, enlarge pores and darken the complexion. The skincare part lists the method of basic care to control excess oil over skin surface while maintain enough moisture for skin, also tightens enlarge pores. The whitening care part present ways to brighten the complexion with different methods that suit with each skin need. The makeup products parts studied about specific products and applying process in order to keep the makeup staying longer despite of heat and humidity.

1) Skincare

Basic care:

Due to tropical geography position, the most common skin type of Vietnamese used to be combination to oily while dry skin is the fewest type of skin in Vietnam. For oily skin, the most important problem to solve is controlling sebum. In the morning face should be cleaned with soap or facial foam to remove excess oil and dead skin cells. Using toner have sebum absorbing ingredient or astringent to toning skin, then apply light texture of hydrating essence for moisture balance.¹⁰⁾ Finish with oil-free gel crème or lotion with sunscreen. In the afternoon, the sebum stay in the skin could log pores and cause acnes, so remember to use oil blotting tissue to remove the excess oil. At night care, cleaning out the face with light texture cleansing lotion to remove the makeup or sunscreen, than wash out with foam cleansing. Toning skin by toner stores in refrigerator to cool down the face and help to minimize pores. Mix moisture essence with oil-free type cream then massage on the face till it absorb completely. One or two times a week use clay-type mask to control sebum and remove dead cells. For combination skin, the T-zone(forehead and nose) is often come out of

10) Sure [Beauty and the Editors] 서울: JoongAng m&b. 2010 p.14

pimples or acnes so this area should be meticulously cleansing while washing face. On the contrary, the U-zone(cheeks and chin) need gently cleansing to prevent dryness. After cleansing, toner for oily skin can be use for all the face, but then, U-zone should be apply with nutritious cream or essence and T-zone will be finished with sebum controlled essence. In morning care, Alkalinity cleanser or hot water cleansing can make skin dryer and become sensitive so this should be caution. With very dry U-zone, it's fine to wash face with just water. Moisturizing products for T-zone and U-zone could be use differently, especially remember using oil-free products for the T-zone. Using humidifier indoor and drink enough water to maintain hydration for the skin. Using mist spray is also a good habit for dry skin. After spray into the face, tap skin lightly to absorb the moisture from the mist. At night, removing dirt or makeup with cleansing cream or cleansing oil, then washing face again with facial foam. Using deep cleansing products twice a week for cleansing pores and sebum. Then apply nutritious essence and night cream at the end. Moisture mask should be used one or two times a week.

Pore care:

The main cause of large pore is the excessive secretion of sebum. Due to the sebum secretion, pore becomes larger, so the dirt in the atmosphere can easily invade into skin, logs pores and causes skin troubles. So the first step in pore care is using sebum control products to get risk of excess oil, unlocks pores. The sebum stuck in pores should be taken out before it oxidizes.¹¹⁾ Blackhead is the sebum that oxidized in pores. Not only it not good at looking but also without right treatment, it could enlarges pores. The best way to get risk of blackhead is deep cleansing. Face should be meticulously washing, and done the “pore cleansing” 2 times a week by oil cleansing and/or clay pack. When skin starts growing old, skin in pores become drier,

11) Sure [Beauty and the Editors] 서울: JoongAng m&b. 2010 p.48

collagen and elastic fiber will be decreased. This makes skin loses its elasticity, causes enlarge pores. In this case, pores need positive treatment to be tightened, so using pores boosting products is appropriates. Pores minimizing serum or mask not only helps to tighten enlarge pores but also refines skin surface, elasticity. Avoid washing face with hot water. Heat can damage skin by eliminate skin's moisture, causing elasticity reduction, enlarging pores. Make a good habit when washing faces by using lukewarm water first then slightly padding face again with cool water. After eliminating sebum stuck in pores by hot steam towel, finishing by padding face with cold water is needed. Products contains pore clogging ingredients should be avoided. Lipophile cosmetics helps to moisturize skin but also can clog pores and causing skin troubles, so oily skin or skin with large pored should stay away from products contains this. Checking out on skincare products or makeup cosmetics and avoiding if the ingredient contains shea butter, vegetable wax, vegetable oil, myristic acid etc. Select products that marked with "oil-free" or "non-comedogenic".

Whitening care:

Having snow white skin is the ambition of not only Vietnamese girls but also Asian woman. Some woman so worry about the dark spots while others hating their dull, dark complexion. Before doing shopping for whitening products, remember to understand which kind of whitening care that suits with each case. When there's need to brighten up the complexion, focusing on the vitality and lightness comes from within the skin is the main point.¹²⁾ Dead skin cells should be removed while choosing products that helps to stimulate the circulation of the blood, minimizing the glycosylation that causes yellowness under skin. For dark spots treatment, you should focus in the basilar membrane stay between dermis and epidermis which helps to protect skin from external shocking, foreign substance invasion and moisture volatile. If

12) Sure [Beauty and the Editors] 서울: JoongAng m&b. 2010 p.36

this metabolism broke down that its function will be damaged, causing dark spots, freckles. So the first step in clearing away dark spot is to maintain the basilar membrane by supplying skin enough moisture. Then use spot targeting product to remove dark spots.

In order to preventing freckles, dark spots, choosing products contain vitamin C to stop melanin buildup or vitamin B3 to block pigments from diffusion. In order to experience the full effect of vitamin C cosmetic, use products include pure vitamin C in ingredient, often show as L-Ascorbic acid. Sunscreen is also very important step in preventing freckles.

2) Makeup:

The Makeup part researched on various types of base makeup products to find out the suitable products for typical Vietnamese skin type, makeup technique to correct the bad skin tone, and how to keep the makeup staying on skin for longer through the high humidity and the hot weather in Vietnam.

① Base makeup cosmetics and complexion enhancing effects

The base makeup steps is very important, it brings about 80% effects of the full makeup. Base makeup products help to create a more beautiful skin tone, cover skin imperfections, reveals the charming of the makeup. The first paragraph of the Makeup part would be focused on analyzing the various kinds of base makeup products, study about the functions and effects of each products on skin to find out which kind of base makeup cosmetics would be suitable for typical Vietnamese skin type.

Primer:

Containing silicon, primer reflects lights so helps to cover the fine wrinkle and imperfection. Very effective on covering enlarge pores.

Base:

Enhance the skin tone, stay between the skincare and makeup step, helps to maintain the moisture from vaporization, keep the makeup stay on skin for longer. Base often has three different textures that are liquid, cream and gel.

<Table 1> The complexion enhancing effects of base¹³⁾

Color of Base	Skin type	Enhanced Color	Effect on skin after using
Green, Blue	Redness skin tone, acnes	Red	Redness being calmed down
Violet	Dull skin tone	Yellow	Bright and more even skin tone
Pink	Pale complexion	Light Green	Brighter skin tone
Orange	Dark, uneven skin tone	Light Blue	Skin looks healthier
Yellow	Dark skin	Dark melanin pigment	Brighter skin tone
White	Tired skin, adjust tone of the nature makeup	Black	Young and full of elasticity
Transparency	All skin type		Adjust skin tone

Foundation:

Foundation helps to cover skin's imperfections like acnes marks, large pores, freckles, dark spots, evens out skin tone, reveals the beautiful and healthy complexion. Since there are too many kinds of foundation

13) 최민령 외. [The Beauty Make-up] 서울:예림,2004 p.93

on the market, selecting foundation by testing it right on the face is a smart method.¹⁴⁾

<Table 2> Foundation types

Cream Foundation	Containing oil, maintain moisture and create a glowing complexion. Suitable for dry, aging skin or skin with freckles.
Liquid Foundation	Fresh lotion type. Suitable for all skin types with medium coverage.
Stick Foundation	High coverage, useful in speedy makeup.
Powder Foundation	Play both roles of foundation and powder. Quick and easy item for fixing the makeup.
Tint Moisturizer	Low coverage, suitable for natural makeup.
Gel Foundation	Enhancing skin tone with light and fresh texture. Suitable for oily skin.
Mousse Foundation	Quick absorbing, thin, low coverage.
Skin-cover	Contain the best coverage in general products, suitable for dry skin, can be used instead of concealer.
Grease Paint	Using in performance, movie makeup. Contain high coverage and easy to spread out.

Concealer:

Use to cover skin's imperfection like acnes marks, dark circles, freckles just by a little amount, reveal clean, clear complexion. There are many type of concealer like stick, pencil, cake, cream, liquid.

Powder:

Power is the last step of base makeup, helps to set the foundation,

14) 중앙 일보사[메이크업] 중앙일보사.1995 p.51

makes it lasts for longer, eliminates excess oil with light coverage. The general types of powder are loose powder, press powder and the highlight powder contain subtle pearl for highlighting.

<Table 3> The complexion enhancing effects of powder¹⁵⁾

	Enhanced Color	Application
Yellow	Violet	Suitable for suntan or dull skin
Violet	Yellow	Neutralize yellow tone, suitable for yellow dull complexion
Green, Blue	Red	Contain high coverage, work well on freckles, redness skin
Pink	Blue	Giving healthy energy look for skin, often uses for bridal makeup
Peach	Tone point	Adding point after nature makeup, shading.
Orange	Blue, Violet	Highlighting forehead or nose, covering dark circle, bring out the transparent look
Beige	Tone down	Normal color, calm down the skin tone
White	Tone up	Highlighting, covering dark circle, transparent finish

② Makeup techniques for enhancing Vietnamese typical skin tone

Choosing the right shades of base, foundation and setting powder match with one's skin tone is the most important key point to create a nature makeup look. For Vietnamese people, due to the typical hot and high humidity tropical weather, people skin use to be dark and dull, with yellow to deep yellow under tone, sometimes being red because of the heat of sun or irritated by the ultraviolet ray. Each type of skin tone was listed needs different makeup method to be enhanced. The makeup techniques for yellow skin tone, dark skin tone and red skin

15) 강경화, 전계서, p.28

tone are like follow: 16)

Yellow skin tone:

This is the most common skin tone of Vietnamese woman and also Asian woman. Due to the yellow under tone, skin being dark, looks dull and old. For making a brighter complexion, pink or light violet color base is needed. Foundation shade should be match with the skin tone. Choosing concealer that has one or two tone lighter than foundation is recommended. Finish with light violet setting powder.

Dark skin tone:

Dark skin looks sexy but might makes the complexion looks dull. The important key point is make the skin tone look lively. Prepare skin with pale pink makeup base. Notice that if using the light foundation contains pink tone in it, the makeup will look fakes. Apply foundation with medium beige tone, dark sable beige or foundation has subtle gold pearl could helps the makeup looks more natural and healthy. Using concealer has one tone brighter than real skin. Complete with beige color powder which contains gold tone.

Red skin tone:

Red skin tone causes by skin become sensitive or irritated due to the environment, acnes, skin layer too thin or by the expansion of capillaries. For this type of skin, making skin looks clear, calm and soothing the redness is important. Use blue or green tone base to correct the redness in skin. Even out skin tone with beige color foundation. Correct skin tone with pale yellow or light beige concealer. Finish with pale yellow powder will help to create a clean and calm image.

16) 이경민[이경민, 뷰티메이크업 북] 서울:김영사,2001 p.49-55

③ Makeup techniques to keep the makeup lasting longer in Vietnam weather

Because of high humidity and hot weather, Vietnamese women always worry about how to keep their makeup stays fresh and looks natural through heat, humidity or nonstop activity. So the main point of makeup for Vietnamese women is the strong staying power on skin of the base makeup, which can keeps the whole makeup lasting for longer. Because of sweat and sebaceous glands, skincare regiment like toner, essence and moisturizer should be light and fresh. Oil-free skincare products are recommender. Reduce the quantity of skincare step is also a good process. When the skin surface isn't thick by skincare steps, base makeup can be thinner, more nature, than the staying power of makeup will be better. In the hot tropical weather like in Vietnam, the sebum excretion become stronger, so using sebum control products is helpful. In the base makeup steps, always remember to wait about 1 minute at each step, so the adhesion of makeup on skin can be stronger. After skincare, applying primer, wait for 1 minute, then blending oil-free foundation on skin, wait 1 minute again before applying powder. Choosing makeup base contains sunscreen is also an important point for tropical skin base makeup. To enhance the adhesion of base makeup, after applying a thin layer of oil-free type liquid primer, follow with hard texture primer above. Apply primer with brush for enhancing pores covering effect. To prevent foundation smudging, use both sponge and brush. When using hands, the heat from body could smudge foundation. First, pat slightly high coverage oil-free foundation on face by sponge, than finish by applying a small amount of foundation again by using brush. Foundation should be applying many times with little by little amount. Blending a thin layer first all over the face, than apply one time again in each area like forehead,

cheeks, chin, nose. Liquid type foundation should be preferred than cream type. Freckles should be meticulously covered with cream type concealer by using concealer brush. If the imperfections can be completely covered by concealer, then the base makeup can be finished with just a little amount of matte foundation. Base makeup should be finished by brushing fine powder all over the face. If there's no powder coating, the makeup will be smudged and erased due to sebum secretion. The amount of makeup fix spray should be controlled carefully, if not, it could bring out the negative effects, like erasing the foundation on the T zone which contains a lot of sweat and sebum when using too much. The best method is after finishing makeup, spraying lightly only one time all over the face before starting to fix the makeup. In the afternoon, when fixing makeup, use makeup spray sprays directly on the makeup tools, then lightly fixing with the amount left on the tool.

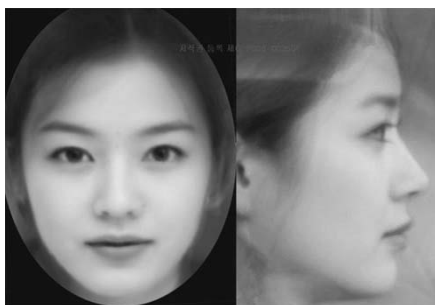
3. Recent Makeup Trend for Vietnamese Women

Since every Vietnamese woman wants to be beautiful like Korean actresses, the first portion of this part showed out the imperfections of Vietnamese woman typical face shape, studied on makeup method to cover them, made the face look smaller, less flat and more beautiful like Korean actresses. The rest of this part demonstrated step by step trendy makeup processes for Vietnamese woman in different occasions.

1) Makeup technique for covering imperfections on typical Vietnamese women face shape

Since the "Korean culture wave" affected to the Southeast Asia in 2000's, Southeast Asian woman including Vietnamese all want to have the beautiful face of Korean actresses. This part analyzes on the face

shape of ideal Korean woman and normal Vietnamese woman, figured out the weak points on typical Vietnamese face and study about the makeup technique to cover the imperfections and bring out the more beautiful face of Vietnamese woman.



<Fig. 34> The ideal Korean face shape

[truth-finders.com/bbs/data/freeboard/attractive_face_funk_guitar.jpg] **2011.6.13**

Rhee Seung-chul, plastic surgeon at Ilsan Paik Hospital, created composite photos of various Korean famous female entertainers and published the results in a study titled "Attractive Composite Faces" in the latest issue of Aesthetic Plastic Surgery. The ideal Korean face looks small and stays in oval shape but still slightly round with chubby cheeks. The nose is slightly rounded with high nose bridge, has a 35 degree angle that said to give other Asians a sense of visual pleasure, and stays precisely in the middle of the face. Eyes are round, big with double lids.



<Fig. 34> Average Vietnamese woman face

[pmsol3.files.wordpress.com/2009/08/averagevietnamesewoman.jpg] **2011.6.15**



<Fig. 35> Before



<Fig. 36> Use foundation to even out skin tone and cover pimples



<Fig. 37>

Use bright shade stick foundation apply on Tzone, C zone, under eyes. By doing this, nose would look higher, dark circles are covered, face looks brighter.



<Fig. 38>

Blend out with sponge.



<Fig. 39>

Apply highlighter powder on Tzone, Czone, under eyes, chin. This will help to upgrade the highlighting effects, and fix the bright shade foundation.



<Fig. 40>

Brush tan powder along the nose to make the nose bridge look higher.



<Fig. 41>

Apply shading powder along the jaw line and down the neck line using a flat top powder brush, start from ear. By doing this, face would look smaller while



<Fig. 42>

Continue by brushing shading powder along the hair line.

making the neck looks longer.



<Fig. 43>

Fill in the spaces between hairs and scalp along the hairline by dark brown shadow to make a neat hairline. This step helps to decrease the size of the forehead, make the face looks smaller.



<Fig. 44>

Apply blush powder by rolling the brush on the cheeks, then slide the brush about 45 degree oblique upper to give face more shape. The result is face looks less flat and round.



<Fig. 45>Use eyeliner brush drawing along the eye line with black gel liner to define the eye liner, make eye looks bigger and deeper. Also drawn about 1/3 of the lower line.

FINISH

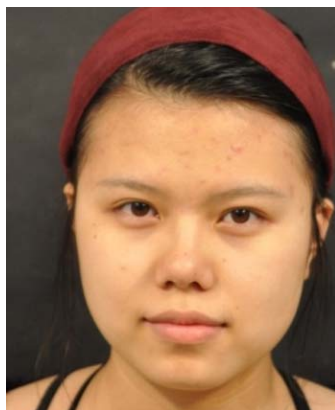


<Fig. 46> Makeup technique for covering imperfections on typical Vietnamese woman face

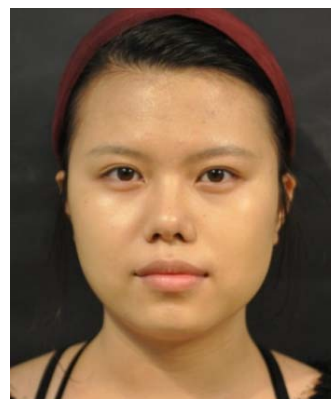
2) Recent makeup trend for Vietnamese woman in different situations

In different situation, we need different makeup styles, the most basic styles are the makeup when you go out for a date, for night party and in the office. Follow simply step by step makeup introduction can help to create your own style easily for each regular occasion.

Night Party Makeup: Makeup for night party aims to emphasize the charming of the woman. In this case, the point of makeup focused on the eyes by the semi smoky eye makeup, using deep kaki color. The eyes become deeper and more seductive. The base is matt in order to keep the makeup lasting longer through party activities like dancing. Nude color lipstick would help to emphasize the smoky eyes.



<Fig. 47>Before



<Fig. 48>Even out skin tone with foundation



<Fig. 49>Apply concealer under



<Fig. 50>Blend out with sponge.

the eyes, on the T zone and chin.
This will help to cover the imperfections
like blemishes, dark circles while brighten
the T zone, chin, under eye area.



<Fig. 51>Apply bright powder eye shadow on the eye lid as base.



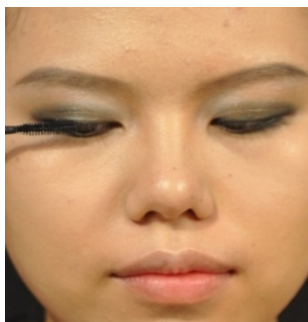
<Fig. 52>Smudge a dark kaki color shadow along eye liner.



<Fig. 53>Use small tip eye brush to apply shadow on under liner.



<Fig. 54>Draw gel eyeliner using liner brush.



<Fig. 55>Brushing eyelash with mascara to lengthen the eyelashes.



<Fig. 56>Finish with nude lipstick. Nude lip will emphasize the smoky eyes.

FINISH



<Fig. 57> Night Party Makeup

Makeup For Dating: Makeup for dating must be looked as nature as possible, so the glowing base will make the makeup looks more transparent and nature. Using violet eye shadow to create a romantic look. Finish with shimmering pink lip color for making a lovely image.



<Fig. 58>Before



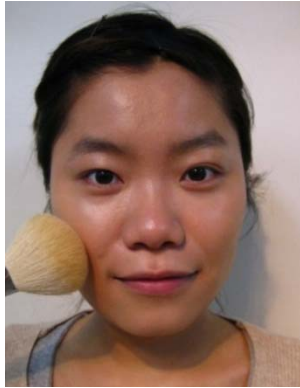
<Fig. 59>Moisturize face with hydrating cream. When skin is moist enough, the makeup above will last longer.



<Fig. 60>Apply moisture makeup base contains subtle pearls to enhance the glowing effects.



<Fig. 61>For glowing skin makeup, use brush to apply foundation.



<Fig. 62>Setting makeup with powder by powder brush. Apply powder by puff might cover all the glowing effect.



<Fig. 63>Use an angle brush to drawn eye brow.



<Fig. 64>Apply pink eye shadow as a base.



<Fig. 65>Apply deep pink-violet shadow as point color only at the end of eyes cease to make the eyes look deeper.



<Fig. 66>Brush pinky white



<Fig. 67>Use white pearl liner

shimmer over eye lid.



<Fig. 68>Smile then apply pink blush on the cheeks in round motions to make the face looks more lively and lovely.

drawn the underline to make eyes looks bigger.



<Fig. 69>Sculpting the face angles with tan powder.



<Fig. 70>Apply highlight powder on top of the cheeks, T zone, C zone.



<Fig. 71>Finish with lovely shimmer pink lipstick.

FINISH



<Fig. 72> Makeup for Dating

For Office Woman: Makeup in office has to be nature but also making people feel reliable for when looking at. A soft glow base but not too glossy will help to make the makeup look more nature. Matte powder type orange eye shadow creates a mature look.



<Fig. 73>Prepare face with moisturizer.



<Fig. 74>Using brush to apply oil-free foundation for enhancing glowing effect.



<Fig. 75>Apply light beige eye shadow for eye base. This base layer helps to mattify the eye areas by absorbing excess oil, so the point color will stay true for longer.



<Fig. 76>Apply orange shadow on eye crease. Using tip brush to apply makes shadow adhere better.



<Fig. 77>Use black gel eye liner to drawn liner.



<Fig. 78>Finish eye makeup with mascara.



<Fig. 79>Soften face angles with shading powder.



<Fig. 80>Add highlighter for a glowing complexion.

FINISH



<Fig. 81> Makeup for office woman

III. Conclusion

As we looking back in the history of beauty trend of the world from 60's till now, it's been transferring from the point makeup to the natural makeup. By the researches and books about the makeup culture through years, this study sum up the most signature styles of makeup and hair of the world in 60s, 90s, 2000s, compare it to the styles in Vietnam to find out the own style of Vietnamese and the affected style from the world. As time goes by, when economy and living quality rising, people care more about making themselves more in vogue and improving outward. The common trendy in the world now is not being too dramatic splendid but going more nature, simple but sophisticate. So do in Vietnam, people are changing their beauty sense from gorgeous lady style to more natural true skin look but also sophisticate, required more skills and challenges from stylists and makeup artists. This research also aims to find out the suitable makeup technique for covering the imperfection on normal Vietnamese woman face by analyzing their average face shape, and recommend skincare products for Vietnamese based on their own skin type, which is affected and damage by the tropical climate. For Vietnamese woman makeup, the matte or soft glow skin is the most suitable base makeup due to the tropical geography position. This will help the makeup looks fresh, stay in place for all day long from humidity, hot weather. Oil-free type or waterproof cosmetics will be helpful to prevent the makeup from melting away due to sweat and sebum. Limit the oil-base skincare products is a good way to protect tropical skin from blemishes, acnes. Controlling the sebum in skin surface by using clearing toner and exfoliate skin twice a weeks will helps to maintain a healthy looking skin. Large pores skin is easy seen in Vietnam. Using pore minimizing products and mud mask to clean and unclog pores can reduce the size of pores, making face look younger. Skin tone get darken by the sun heat and the UVA/B is the most concern of Vietnamese woman. Figure out the whitening care method suits with each case of skin problem is an effective way to brighten the complexion. For anti-aging care, the basic key points are always using sun cream and supply enough moisture for a younger skin. For makeup to cover the imperfection of

Vietnamese woman, first, we have to understand that the typical Vietnamese woman face shape is round with full cheeks, makes it look flat. So adding highlighter and shading products to make the face look less flat by giving it more shape is the must-have step in makeup for Vietnamese faces. And the nose is usually short, has a low nose bridge and rounded at the end, so applying shading powder along the nose and highlight powder right on the nose bridge will make it look higher.

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베트남여자와 메이크업에 대한 연구

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논문개요

태초부터 아름다워 지고 싶은것은 사람들의 원초적 본능이다. 시간 지나면서, 인간은 예뻐 지기위한 방법을 더 다양하게 개발했으며 화장품산업과 메이크업을 탄생하게 됐다. 이논문은 시기때별로 연예인들의 메이크업 스타일을 분석을 통해서 베트남 여자의 메이크업 문화를 연구하게 되어, 당시 세계에 유행했던 트렌드랑 비교하면서 영향받은 점과 베트남만의 스타일들을 찾아 낸다. 그리고 베트남 여자를위한 적절한 화장품과 메이크업 방법도 같이 추천해준 논문이다. 이상적인 지리적 위치때문에 다른 나라들과 다르게 평화스럽게 살지못해, 수 많은 침략군과 나라를 지키기 위해 전쟁 많이 해야되었다. 역사속에 끊임없는 전쟁과 경제의 어려움때문에 세계 트렌드 처럼 유행을 십년씩 발전되지 않았다. 그래서 이 연구는 60년대, 90년대 2000년대-베트남 영화업계에서 제일 발전했던 시기들을 집중적으로 당시에 활동했던 여배우들의 메이크업과 헤어스타일을 분석하였고 시기때마다 대표적인 유행 메이크업 스타일을 찾아 낸것이다. 60년대에 당시 미국한테 침략당해서 미국문화를 영향많이 받았다. 제일 유행했던 메이크업 스타일을 매리퀀트의 드라마틱한 눈화장이었다. Bridget Bardot의 벌집헤어스타일을 여자들한테 인기를 많이 끌리고 단발머리를 60년대 음반커버에 자주 보이는 모양이었다. 90년대, 통일한 후 15년되어, 경제, 사회생활은 많이 변해졌다. 엔터테인먼트 산업을 발전하면 사람들은 영화나 음악에 관심을 더 많이 갖

게 되고 연예인들의 인기도 올리면서 그들의 스타일이 더 유행해진것이다. 건강한 내추럴 메이크업은 세계에 유행되는거와 동시에, 베트남에도 뽕송한 베이스 메이크업과 뚜거운 눈썹으로 건강함을 표현하는 메이크업이 인기 많았다. 사람들은 인형처럼 크고 동그란 눈을 좋아해서 진한 블랙라이너와 가짜 속눈썹 중심으로한 눈화장이 완성해진것이다. 길고 살짝 컬이 들어가는 머리를 대중적이고 염색한 머리를 당시 거의 찾아볼 수가 없었다. 2000년대 베트남은 세계에 제일 발전한 나라들 중에 하나가 되었다. 엔터테인먼트 생활이 발전해져서 영화산업은 더 전문적으로 변해진다. 아이돌 문화는 더 강해지고 연예인들은 더 인기가 많아 지고 아이돌들의 스타일을 따라 잡고 싶은 팬들은 예전보다 늘어난다. 메이크업을 더 섬세해지면서 아티스트들은 피부마다 적합한 베이스와 파운데이션의 색상을 더 신경써야한다. 2000년대 연예인들은 올린 업스타일머리를 많이 즐겨 사용하고 있었다. 90년대와 다르게 밝은 색으로 염색하는 경향도 많았다. 베트남의 높은 습도와 열대지방이기 때문에 화장과 피부관리를 신중히해야 되었다. 베트남 여자는 베이스 메이크업을 할때 내추럴 매트하거나 소프트 글로우 피부를 많이 선호하는 편이다. 그래서 화장한 제품을 고를때 크림타입보다 리퀴드나 컴팩파운데션을 권해준다. 높은 습도와 더운 날씨때문에 메이크업을 오래 유지하기위해 방수기능 되는 화장품들은 필수품이다. 스킨케어 제품들도 무거운 오일 베이스 제품보다 가벼운 오일프리 제품이 흡수력이 좋고 산뜻한 느낌의 마무리를 해주는 제품을 선택하면 적합할것 같다. 베트남여자들의 적합한 메이크업 방법을 찾기위해 먼저 일반 여성 얼굴형을 분석하여 단점들을 찾아내야 극복하는 방법을 공부할수 있는것이다. 이제 예뻐지는게 단순한 요구가 아니라 새로운 시대에 라이프 스타일이다.