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## Influence of cosmetics on the self confidence level among young college women

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Many Indian women suffer from poor body image and low self-confidence. Wearing makeup is something they can do to quickly and temporarily change their appearance, thus increasing confidence. The majority of research on women and their self-esteem have historically been related to how they feel about their body shape and size. However, not much attention has been given to a particular action women can take to improve their self-confidence applying cosmetics. Using different products and colors, women can use makeup to explore and portray their own individuality. Women of teenage in specific appearance practice to distinguish between day and nightlooks, basiclooks and looks for special occasions. They are often seen as a way to enhance feminine beauty ideals and serve to help women to conform to our society's beauty expectations. Vary with regard to body size, skin complexion, hair length and color and the use of adornments. Many women may wear makeup with the belief that it will positively affect their level of physical attractiveness. Makeup holds the possibility for a woman to personally transform herself, resulting in an increase in self-confidence. A girl's initial experimentation with cosmetics is in early adolescence towards developing a feminine identity. Cosmetics are often a tool used for social self-presentation and self-image management. Adolescent and college-age girls wearing make-up is partly due to their concern for their complexion and how they feel about themselves when others look at their blemished skin. Such use of facial cosmetics may help to boost a woman's sense of confidence in her appearance, thus making her more self-assured idea that confidence is achieved when physical appearance matches the situation.

### Biography

Rajajeyakumar M, MBBS, MD (Physiology), MSc Yoga, CCEBDM (PHFI), PhD, has completed his MD Physiology, (2006-2009) at JIPMER- An Institution of National Importance under the Ministry of Health & Family Welfare, Govt. of India. He worked as Research Assistant (2009-2012) in Advanced Centre for Yoga Therapy, Education & Research Lab and JIPMER. He has published more than 28 papers in reputed national & international journals. He is serving as an expert reviewer (>22) and Editorial Board Member (>20) in many national and international journals. He was selected as Chairperson for 12<sup>th</sup> and 13<sup>th</sup> Asia Pacific Medical Education Conference-3<sup>rd</sup> and 4<sup>th</sup> International Conference on Faculty Development in the Health Professions, Yong Loo Lin School of Medicine, NUS, Singapore 2015 & 16. His diabetic research paper was accepted for presentation in World Diabetes Congress Dec-2015, Vancouver, Canada, organized by the International Diabetes Federation. He is also appointed as one of the Advisory Council members of Pure Action; Yoga is Medicine, Austin, TX 78703.

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