

The present findings confirm that women's makeup is associated with the behavior of men. In this study, we found that male patrons gave tips more often to a waitress who wore makeup and that when they did so, they gave her a larger amount of money. When considering the behavior of female patrons, no difference was found for both measures. However, it was found that both male and female customers rated the waitress as more attractive in the makeup condition than in the non-makeup control condition. These results confirm previous studies that found that makeup is associated with an increase in the perception of the physical attractiveness of the target (1,3,4). In these previous studies, the judgment was formed/given while evaluators were exposed to facial photographs of women wearing makeup or not. This effect remained the same when evaluators were exposed to actual facial appearance in our study. However, our results partially contradict the data of Cash *et al.* (5), who found that ratings of the physical attractiveness of women were more favorable when they were photographed with cosmetics than when they were cosmetics-free, whereas female judgments were not affected by the presence versus absence of makeup. In our experiment, both male and female customers evaluated the physical attractiveness of the waitress more positively in the makeup condition relative to the non-makeup condition. This difference is perhaps explained by the methodological difference between the two experiments: facial photographs in Cash *et al.*'s study versus live faces in our experiment. It will be interesting to evaluate this aspect in a further study in which participants will evaluate faces presented both in real life and by photographs.