

One hundred and seventy-four restaurant customers (112 males and 62 females), who acted as participants, were randomly assigned to two groups. All of them were seated alone at a table in a restaurant of a medium-size city (more than 70,000 inhabitants) in a very attractive spot. The city selected was Vannes, located in the west of France on the Breton Atlantic Coast.

A waitress (22 years old, three years of restaurant practice), regularly employed, was used to help us. She was not informed of the goals of our experiment and she did not receive any information about previous studies on the effect of cosmetics on people's perception or behavior. Precaution was taken to select a waitress who usually wore makeup herself, to help us.

The experiment was conducted each day for six weeks (excluding Saturdays and Sundays) during the lunch hour, because there was a sufficient amount of patrons who were alone at this time in the restaurant in which the experiment was carried out. Thirty observation periods were obtained (five days a week for six weeks). The two experimental conditions used were 16 lunches with makeup and 15 lunches without makeup. Another volunteer was a young female beautician, who "made up" the waitress for the duration of the experiment. In the makeup-free condition, the beautician cleaned and moisturized the face of the waitress. In the makeup condition, the beautician applied makeup to her eyes, cheeks, and lips in a way that enhanced the attractiveness of the waitress.

The confederate was instructed to act as usual. She acted in the same way in both conditions when she returned to the patron's table with a drink and the bill. Once the patron had left, the waitress returned to the table to clear it. She reported in a notebook how the client had behaved, namely, whether he/she had left a tip or not, and how much he/she had given her.

A 20-year old male, who was standing in a separate room, observed the restaurant room with the help of a video security system that previously existed in the restaurant. He was instructed to leave the restaurant through a separate exit until he saw that the patron, who was alone, stood up to leave the restaurant. The observer waited until the patron was outside and approached him/her and said, "Excuse me sir/madam, I am a student in social sciences and I am conducting a study on the judgment of individual appearance, such as physical attractiveness, apparel, and so on. Would you be willing to respond to one question about the physical appearance of somebody you have met very recently?" Once the participant agreed, which all of them did, the interviewer asked the participant to rate the physical attractiveness of the waitress with whom he had interacted in the restaurant. The evaluation was performed with a scale from 0 = low physical attractiveness to 9 = high physical attractiveness. The interviewer noted the rating of the participant, thanked him/her, and then reentered the restaurant to wait for the waitress in the kitchen, where it was not possible for the patrons to see him. When the waitress arrived, he described the participant to the waitress in order to obtain data about his/her tipping behavior. In each case, the waitress was informed about the interaction between the interviewer and the participant.