



# BEAUTY PREMIUM

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WHETHER WOMEN ARE TRUSTED MORE WHEN THEY WEAR  
MAKEUP THAN WHEN THEY DO NOT

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≡ SECTIONS

HOME SEARCH

The New York Times

FASHION & STYLE

## Up the Career Ladder, Lipstick In Hand

Skin Deep

By CATHIERINE SAINT LOUIS OCT. 12, 2011



In a study, women were photographed wearing varying amounts of makeup, from left: barefaced, natural, professional and glamorous. Viewers considered the women wearing more makeup to be more competent.



# HOW LOOKS AFFECT YOUR WORK & CAREER?

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WANT MORE RESPECT, TRUST AND  
AFFECTION FROM YOUR CO-WORKERS?

# ***BEAUTY PREMIUM—whether women are trusted more when they wear makeup than when they do not***

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- the term “beauty premium”
- a trust game experiment
  - *Design*
  - *Data*
  - *Result*
- further thoughts

## **THE 'BEAUTY PREMIUM':**



- physical appearance does matter, and that people intuitively equate beauty with concepts like good-better, smart-successful and important-valuable.

- A TRUST GAME EXPERIMENT--whether women are *trusted more when they wear makeup than when they do not*
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38 female trustors  
152 male trustees  
152 female trustees



A professional  
makeup artist



trustors photographs  
money transferred



collected results

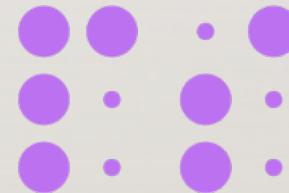
## RESULT I

Higher facial attractiveness received higher money



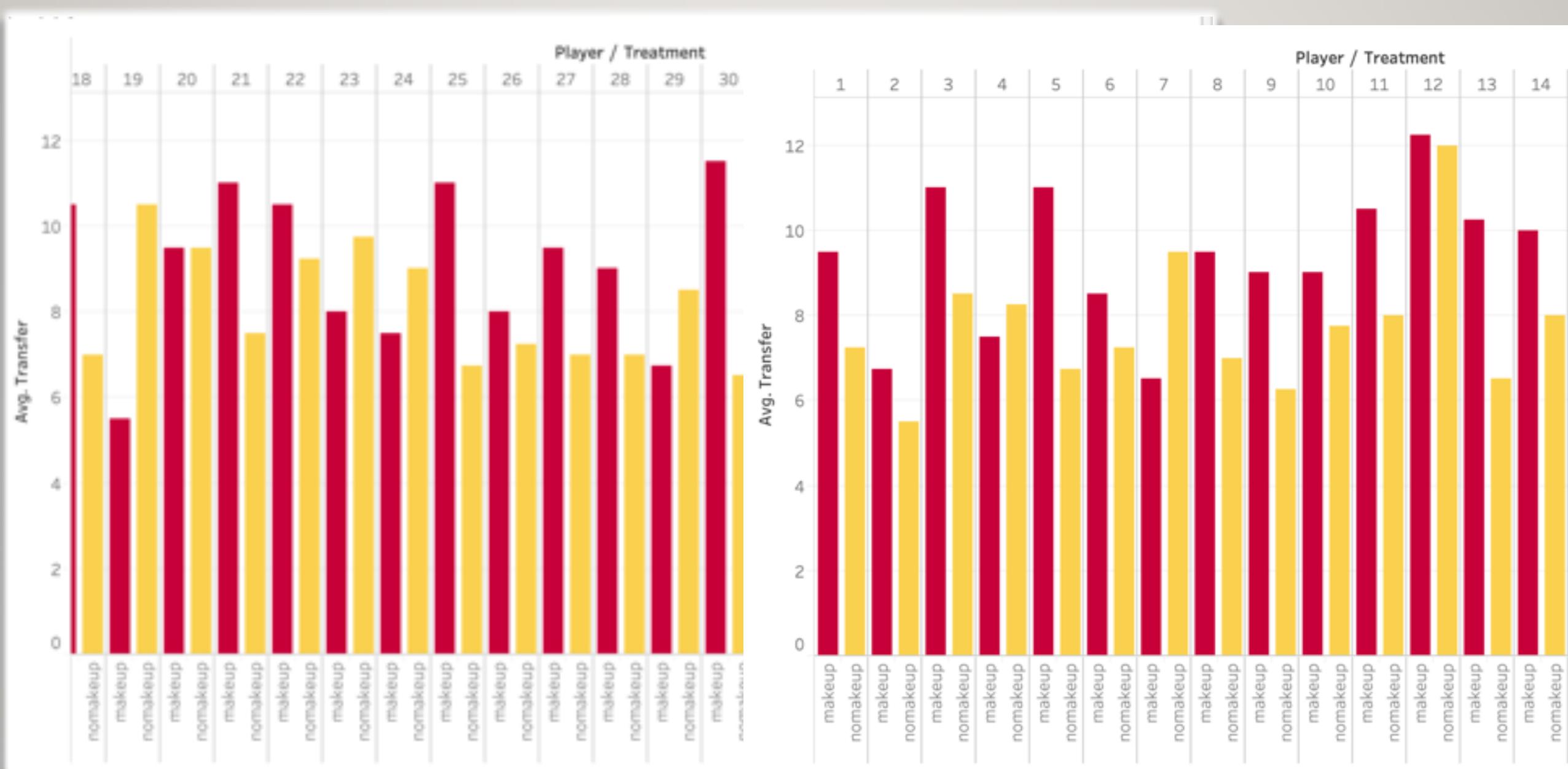
## RESULT2

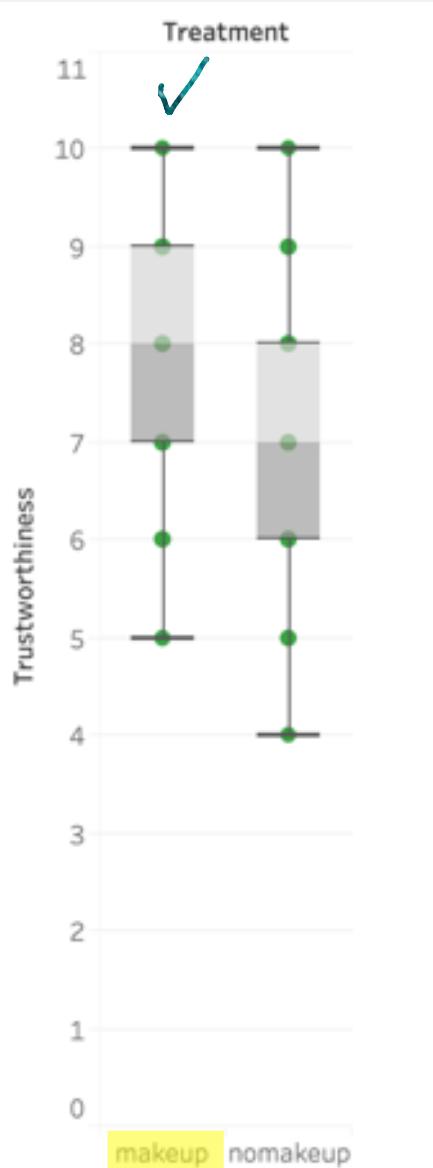
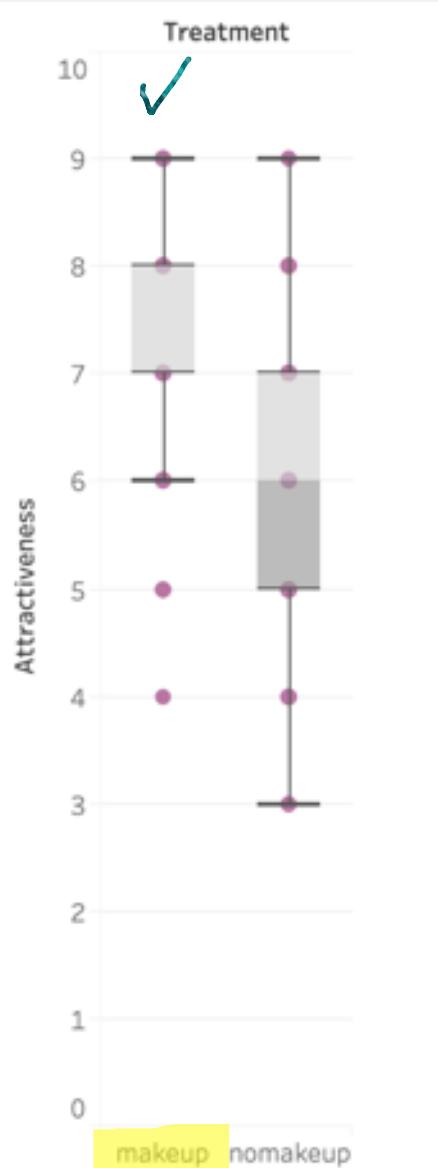
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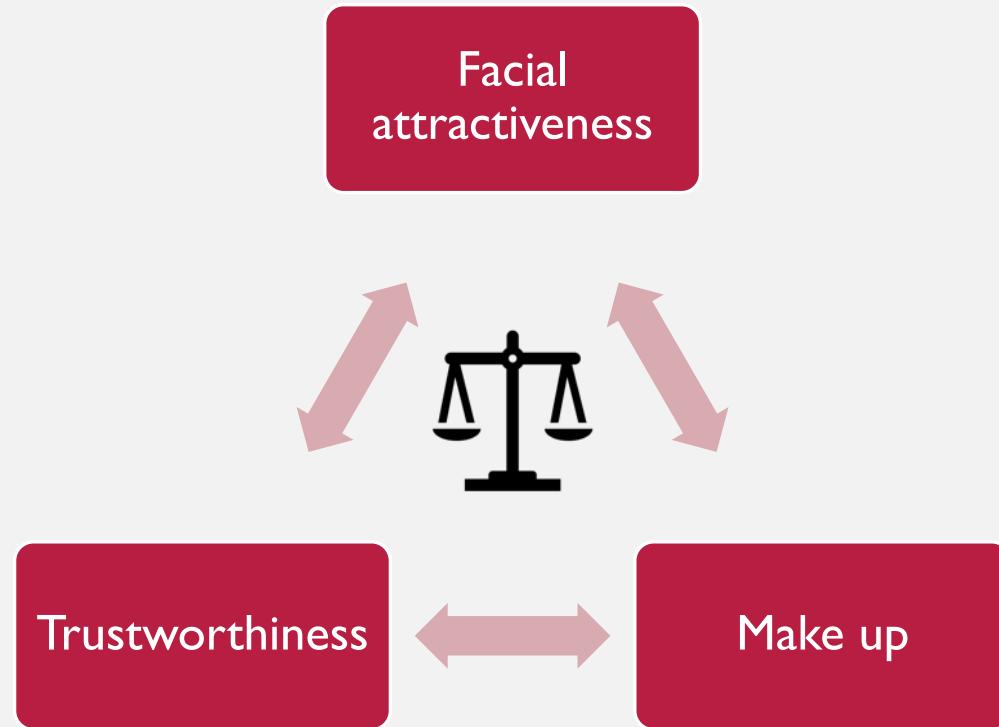
Wearing makeup increased  
perceived attractiveness

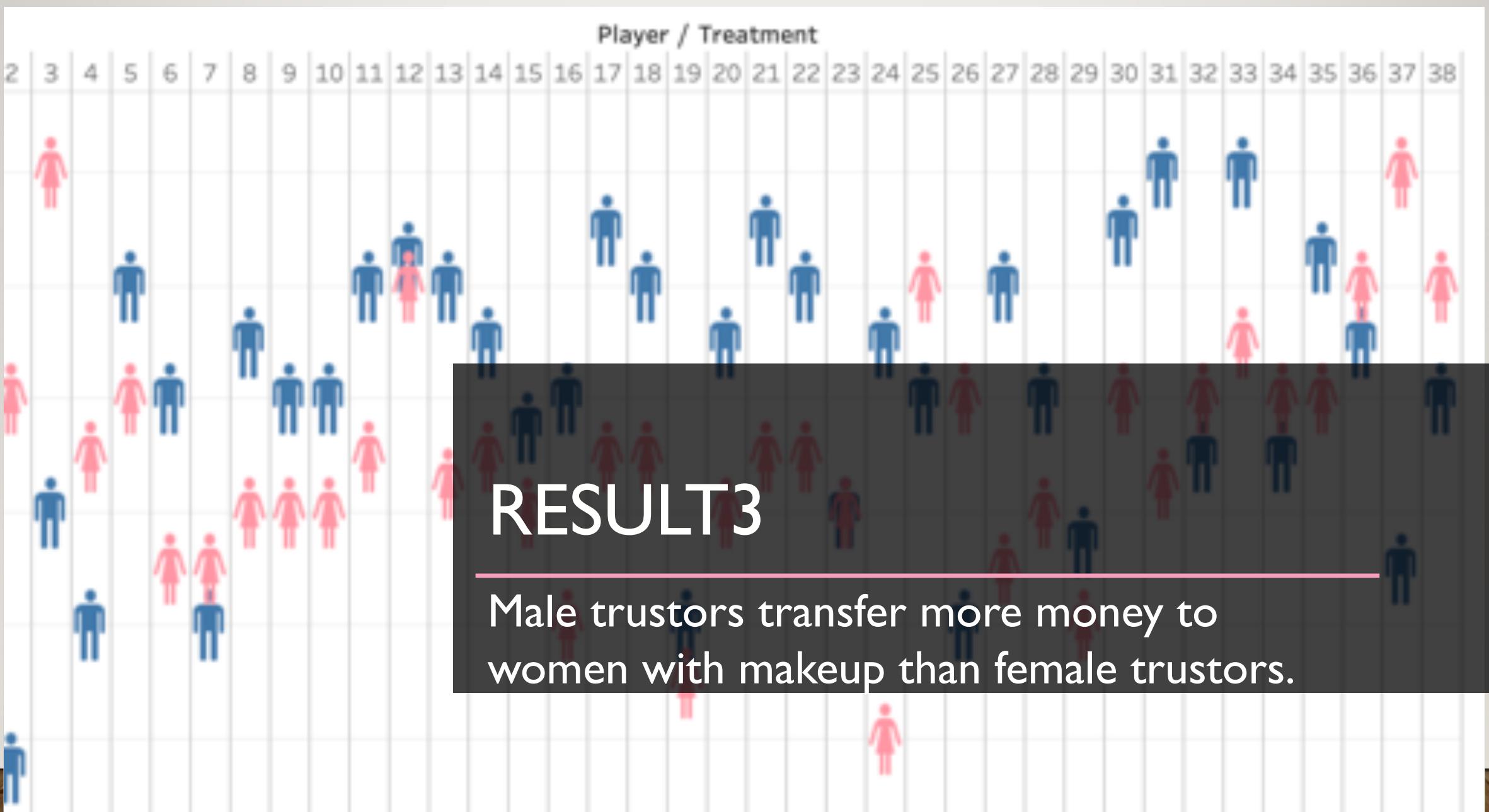
Trustors made larger transfers to  
female trustees with make-up

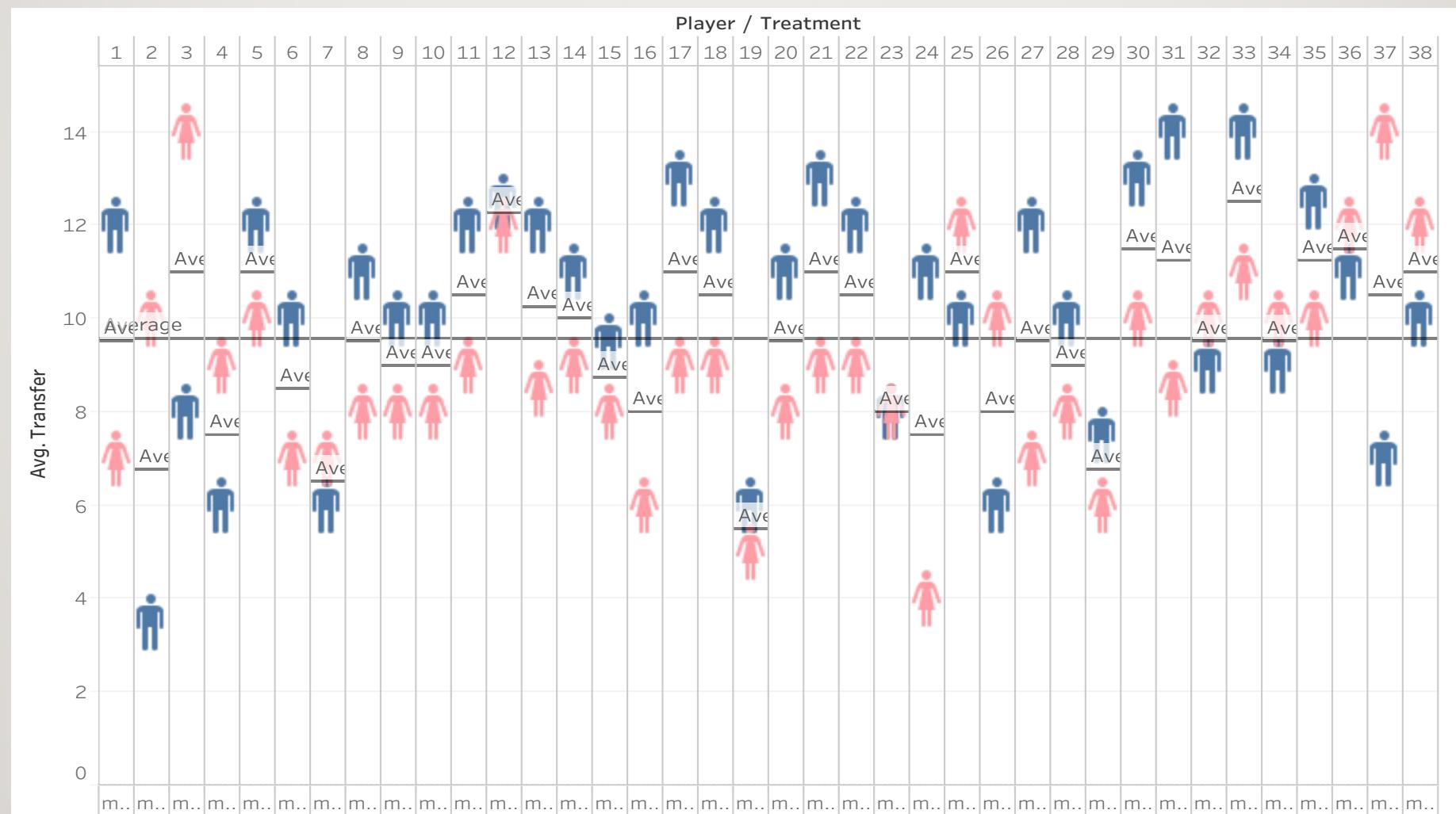




Women are trusted more when they wear makeup than when they do not.



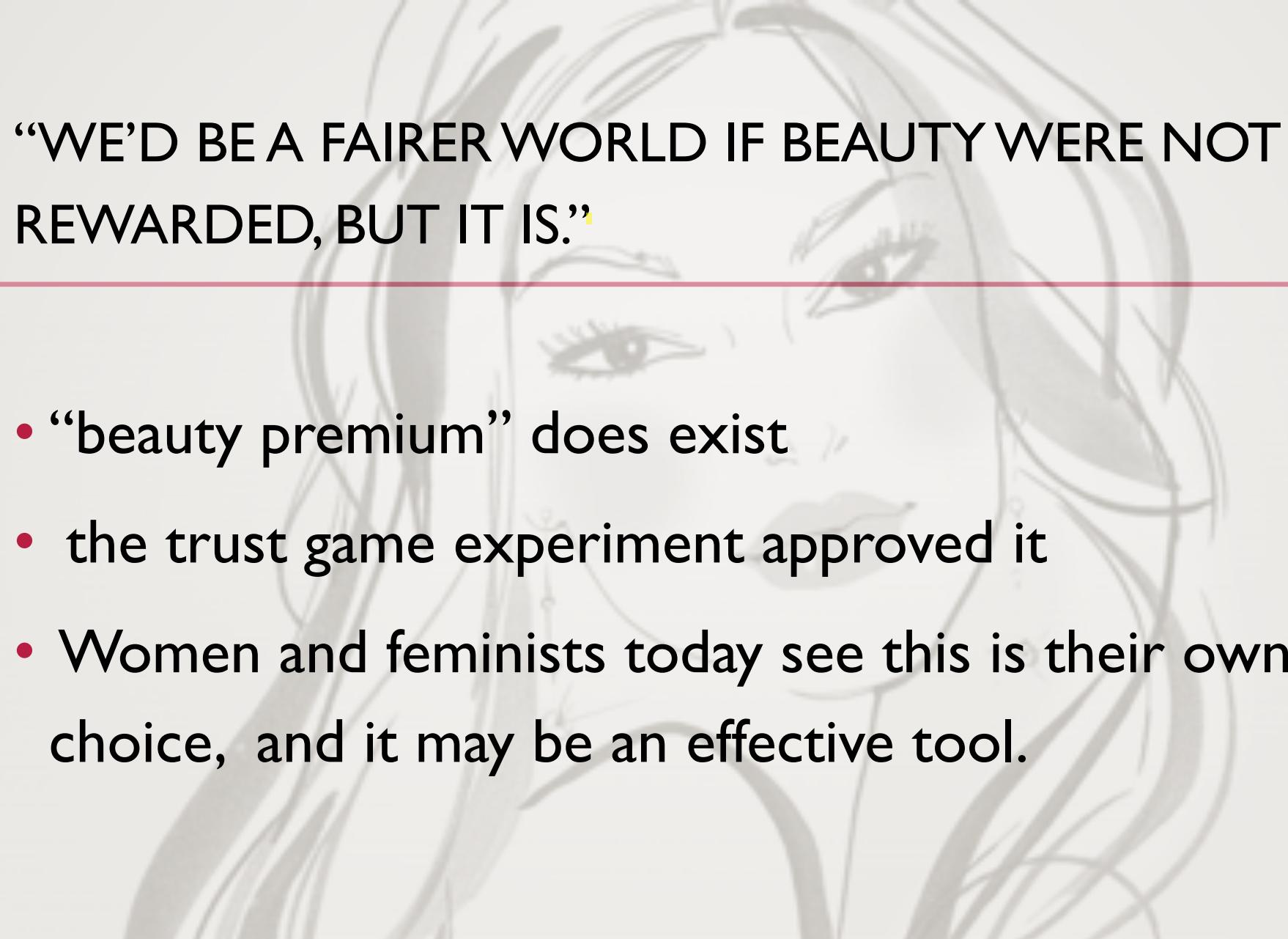






ON HER FACE





“WE’D BE A FAIRER WORLD IF BEAUTY WERE NOT  
REWARDED, BUT IT IS.”

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- “beauty premium” does exist
- the trust game experiment approved it
- Women and feminists today see this is their own choice, and it may be an effective tool.

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