**Fashion** is a popular [style](https://en.wikipedia.org/wiki/Style_(disambiguation)), especially in [clothing](https://en.wikipedia.org/wiki/Clothing), [footwear](https://en.wikipedia.org/wiki/Footwear), [lifestyle](https://en.wikipedia.org/wiki/Lifestyle_(sociology)), [accessories](https://en.wikipedia.org/wiki/Fashion_accessory), [makeup](https://en.wikipedia.org/wiki/Makeup), [hairstyle](https://en.wikipedia.org/wiki/Hairstyle) and body.[[*citation needed*](https://en.wikipedia.org/wiki/Wikipedia:Citation_needed)] Fashion is a distinctive and often constant trend in the style in which people present themselves. A fashion can become the prevailing style in behaviour or manifest the newest creations of [designers](https://en.wikipedia.org/wiki/Designer), [technologists](https://en.wikipedia.org/wiki/Technologist_(disambiguation)), [engineers](https://en.wikipedia.org/wiki/Engineer), and [design managers](https://en.wikipedia.org/wiki/Design_management).[[1]](https://en.wikipedia.org/wiki/Fashion#cite_note-1)[[*need quotation to verify*](https://en.wikipedia.org/wiki/Wikipedia:Verifiability)]

Because the more technical term *costume* is regularly linked[[*by whom?*](https://en.wikipedia.org/wiki/Wikipedia:Manual_of_Style/Words_to_watch#Unsupported_attributions)] to the term "fashion", the use of the former has been relegated to special senses like [fancy-dress](https://en.wikipedia.org/wiki/Costume_party) or [masquerade](https://en.wikipedia.org/wiki/Masquerade_ball) wear, while the word "fashion" often refers to clothing, including the study of clothing. Although aspects of fashion can be feminine or masculine, some trends are [androgynous](https://en.wikipedia.org/wiki/Androgynous).[[2]](https://en.wikipedia.org/wiki/Fashion#cite_note-2)[[3]](https://en.wikipedia.org/wiki/Fashion#cite_note-3)

High-flying [trendsetters](https://en.wikipedia.org/wiki/Trendsetter) in fashion can aspire to the label [*haute couture*](https://en.wikipedia.org/wiki/Haute_couture). But if one disapproves of a fashion, one can attempt to dismiss it as a mere [fad](https://en.wikipedia.org/wiki/Fad).

*This article is about substances also known as "make-up" in English. For other uses, see*[*Cosmetic*](https://en.wikipedia.org/wiki/Cosmetic_(disambiguation))*.*

*"Make-up" redirects here. For other uses, see*[*Make-up (disambiguation)*](https://en.wikipedia.org/wiki/Make-up_(disambiguation))*.*

*"Toilette" redirects here. It is not to be confused with*[*Toilet*](https://en.wikipedia.org/wiki/Toilet)*.*

[](https://en.wikipedia.org/wiki/File:Cosmetics.JPG)

Assorted cosmetics and tools

[](https://en.wikipedia.org/wiki/File:Makeup_.jpg)

Woman wearing several forms of cosmetics, including [lipstick](https://en.wikipedia.org/wiki/Lipstick), [eye liner](https://en.wikipedia.org/wiki/Eye_liner), [eye shadow](https://en.wikipedia.org/wiki/Eye_shadow), and [hair color](https://en.wikipedia.org/wiki/Human_hair_color)

[](https://en.wikipedia.org/wiki/File:Self_make_up_by_an_artist.jpg)

An artist applying make-up for an Indian classical dance

**Cosmetics** are substances or products used to enhance or alter the [appearance](https://en.wikipedia.org/wiki/Human_physical_appearance) of the face or [fragrance](https://en.wikipedia.org/wiki/Aroma_compound) and texture of the body. Many cosmetics are designed for use of applying to the face, hair, and body. They are generally mixtures of [chemical compounds](https://en.wikipedia.org/wiki/Chemical_compound); some being derived from natural sources (such as [coconut oil](https://en.wikipedia.org/wiki/Coconut_oil)), and some being synthetics or artificial.[[1]](https://en.wikipedia.org/wiki/Cosmetics#cite_note-Ullmann-1) Common cosmetics include [lipstick](https://en.wikipedia.org/wiki/Lipstick), [mascara](https://en.wikipedia.org/wiki/Mascara), [eye shadow](https://en.wikipedia.org/wiki/Eye_shadow), [foundation](https://en.wikipedia.org/wiki/Foundation_(cosmetics)), [skin cleansers](https://en.wikipedia.org/wiki/Cleanser)and [body lotions](https://en.wikipedia.org/wiki/Lotion), [shampoo](https://en.wikipedia.org/wiki/Shampoo) and conditioner, [hairstyling products](https://en.wikipedia.org/wiki/Hairstyling_product) ([gel](https://en.wikipedia.org/wiki/Hair_gel), [hair spray](https://en.wikipedia.org/wiki/Hair_spray), etc.), [perfume](https://en.wikipedia.org/wiki/Perfume) and [cologne](https://en.wikipedia.org/wiki/Eau_de_Cologne). Cosmetics applied to the face to enhance its appearance are often called **make-up** or **makeup**.

In the U.S., the [Food and Drug Administration](https://en.wikipedia.org/wiki/Food_and_Drug_Administration) (FDA), which regulates cosmetics,[[2]](https://en.wikipedia.org/wiki/Cosmetics#cite_note-USHealthandHuman-2) defines cosmetics as "intended to be applied to the human body for cleansing, beautifying, promoting attractiveness, or altering the appearance without affecting the body's structure or functions". This broad definition includes any material intended for use as a [component](https://en.wiktionary.org/wiki/component) of a cosmetic product. The FDA specifically excludes [soap](https://en.wikipedia.org/wiki/Soap) from this category.[[3]](https://en.wikipedia.org/wiki/Cosmetics#cite_note-3)