



NIPPON
SHIKIZAI



press
release

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MAKE-UP FOR BLIND PEOPLE THE UNIQUE EXAMPLE OF JAPAN

TWO WORKSHOPS NOT TO BE MISSED
ON JUNE 20 AND 21 AT MAKEUP IN PARIS

On the occasion of the next MakeUp in Paris trade show and under the aegis of the Japanese Group Nippon Shikizai, two workshops will be organized by the Japanese Association «CareMake» which has been developing, since its creation in 2010 by Mrs. Kaho Oishi, a method enabling blind people to apply make-up all by themselves. These two workshops will take place, on June 20th at 4:00 PM for the first one, and on June 21st at 3:00 PM for the second one.

OVERVIEW WITH TSUYOSHI HASUO, PRESIDENT OF NIPPON SHIKIZAI FRANCE AND OF THÉPENIER PHARMA & COSMETICS.



This Japanese association, created eighteen years ago has developed a method which has proven its worth with absolutely stunning results!

Tsuyoshi Hasuo, President of Nippon Shikizai France et Thépenier Pharma & Cosmetics

Tsuyoshi Hasuo: Mrs. Oishi has been conducting research work as a professional beautician on makeup for the elderly and the physically challenged since 2009. Through all these years of research, she has met a number of visually impaired women who have developed a complex about not being able to apply makeup by themselves.

They also appeared to be regaining confidence after hearing the "wow" comments which are usually only given to women with really nice make-up on them, such as "gorgeous," "really pretty," or "beautiful." This experiment was expected to encourage them to leave their homes from time to time. Despite its success, this approach had some limits.



*Kaho Oishi,
Professional beautician*

This prompted her to get interested in providing them with auditory information on the colour of the makeup and its finish. By having beauticians apply makeup on them and at the same time giving them information on the cosmetic result, including the type of makeup and applicators used and the colour variations, those visually impaired women, through the auditory information received, seemed to enjoy every step of their transformation into beautiful women.

While their makeup was perfect right after beauticians had applied it, they could not provide secondary support such as performing touch ups during the day. Indeed, makeup does not last permanently because lipstick comes off after meals, makeup gets smudged with sweating, and is ruined by rain and wind. Mrs. Oishi thus decided to fundamentally change her makeup method. She found the only effective solution would be to have them apply their makeup by themselves rather than having the routine done by other people because this novel approach could lead to self-actualization.

But it was necessary to develop a particular method for applying make-up?

Tsuyoshi Hasuo : Mrs. Oishi developed a set of makeup techniques in 2010, which is a prototype of “blind makeup”, a type of technique that enables visually impaired people to apply full face makeup without using a mirror. Focusing her approach on a well-balanced and natural makeup finish, she started creating a set of rational and efficient makeup techniques. Her efforts resulted in establishing a procedure enabling a complete face makeup in 10 steps: liquid foundation, powder foundation, eyelash curler, mascara, lipstick, eye shadow, eye liner, eyebrow powder, cheek blusher, and highlighter. These steps enable to perform a full blind makeup routine, making it possible after training, to put and wear a well-organized and effective makeup without using a mirror.



There are actually two efficient makeup techniques. One of them is a technique that is intended to shorten the makeup routine and the other is “natural makeup”, a technique that enhances facial features. What makes these techniques unique is because the powder foundation is placed directly on your fingers and smoothed out with the tip of your fingers until the product is spread evenly, and then

put on the parts of your face you have planned to apply makeup on. Makeup can be completed by placing your left fingers on the left side of your face and right fingers on the right side and then by stroking each side with symmetrical motions, speed, and strength. The symmetrical use of all your fingers helps shorten the makeup time.

When and if the person wants to apply lipstick, she first puts the colour on the tips of the little finger of both hands, and then applies it to her lips. Starting from the centre of the upper lip; the colour is then spread outward to the right and to the left, then from the corners of the lips to the centre of the lower lip. To acquire these skills, 10 to 20 hours of training are needed.

The method has developed a lot in Japan?

Tsuyoshi Hasuo : Mrs Oishi has instructed the method to some 200 visually impaired women across the country, including in Tokyo and the Aichi Prefecture. The association also created a certification for trainers and has given practical training sessions.

In January this year, 10 people — mainly volunteers who support visually impaired women — were certified as trainers. The organization also aims to popularize the method overseas.

End of 2016, there were about 340,000 visually handicapped people across Japan. In many cases, women with visual impairments are hesitant about going out because they cannot do their makeup well.

At MakeUp in Paris, Mrs. Oishi herself, will explain her method during these two sessions..

Two workshops not to be missed!

