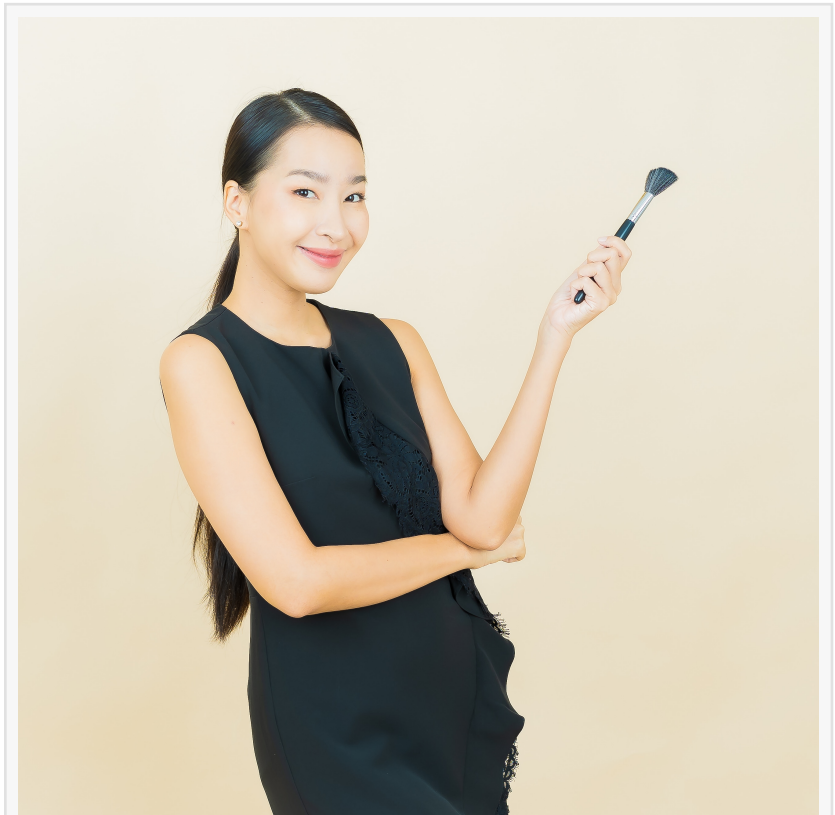


DervalResearch unveils seven signs of Beauty OCD

Research suggests that beauty rituals are more determined by hormonal makeup, than by cultural or psychological aspects, and identifies beauty OCD markers.

PARIS, FRANCE, December 7, 2021 /EINPresswire.com/ -- Why do some women spend two hours applying makeup? Is it cultural? Is it psychological?

No, the reason is much deeper than that, it is physiological, according to researchers. Beauty rituals and cosmetics preferences - in particular the need for perfection and symmetry - might come down to a specific cocktail of neurotransmitters and prenatal hormones, slightly more frequent in Asian populations but also spotted among their Western counterparts.



Beauty Rituals

[DervalResearch](#) investigated the complexity (in number of steps) and precision (sequence) of beauty and makeup rituals among Chinese and French women. Using non-invasive physiological measurements and lifestyle observations, the study revealed that women with a complex and precise makeup ritual, of 10 steps or more, presented a similar hormonal makeup, regardless of their country.

The findings, just presented at the 4th Asian Sensory and Consumer Research Symposium, come as a surprise as beauty rituals could be more physiological than cultural

“The complexity of beauty rituals in women seems directly linked to the levels of hormones and neurotransmitters. Cultural and psychological factors can provide some hints but studying personas physiology - their microbiome enterotype and hormonal profile - reveals a more

powerful way to fully decode local beauty standards, routines, and preferences." highlights Prof. Derval, PhD, Chair of DervalResearch, who led the research.

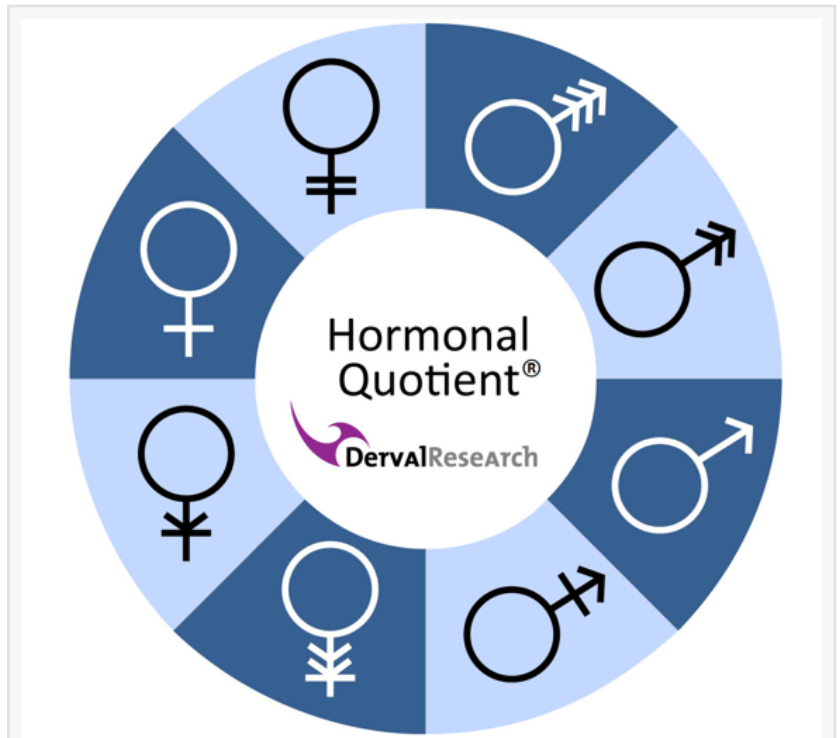
The author of the [book *Designing Luxury Brands*](#) explains further: "We observed the beauty rituals of women from Shanghai to Paris and found out that their cosmetics preferences and habits were closely linked to their hormonal makeup and microbiome. For instance, women with lower levels of estrogen could be more likely to develop what we called a beauty OCD with complex daily routines and specialized beauty products, like a day and a night cream."

According to the research, women who involve in complex beauty rituals, aim for skin perfection, thrive for symmetry, love to count the drops they apply on the skin, are into color matching, or color coordinating, and stick to design minimalism, might well be subject to beauty OCD.

“

Women with lower levels of estrogen could be more likely to develop what we called a beauty OCD with complex daily routines and specialized beauty products”
Prof. Diana Derval, PhD, Chair of DervalResearch

released in Spring 2022.

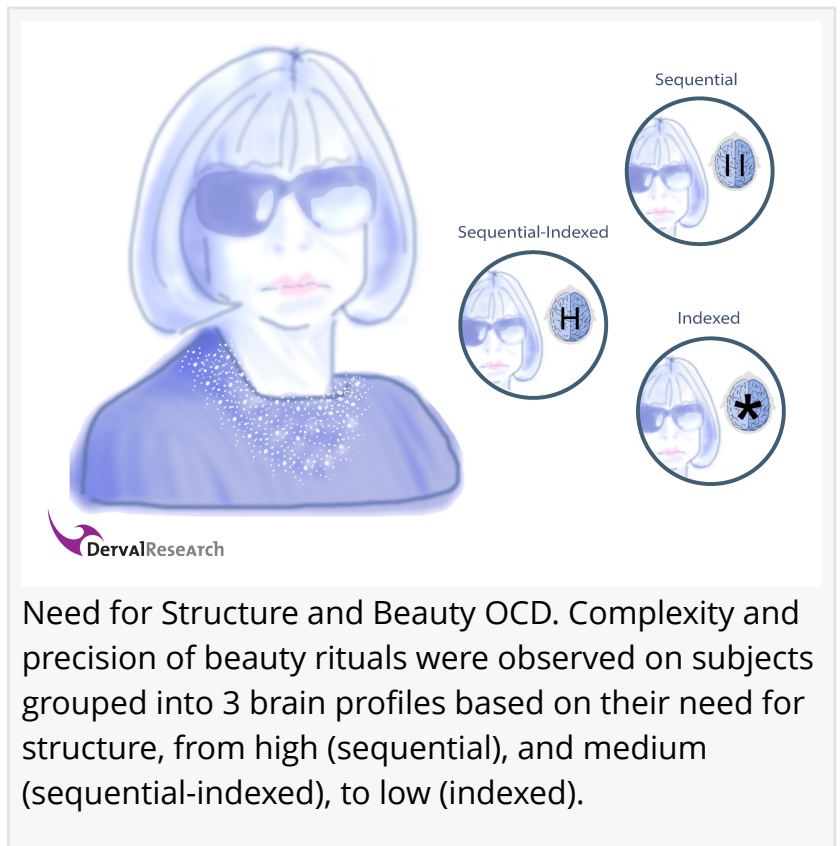


Hormonal Quotient® profiles. Beauty rituals and preferences were explored on subjects grouped into 4 Hormonal Profiles (very testosterone, testosterone, balanced, or estrogen), previously identified based on biomarkers for levels of prenatal testosterone and estrogen.

The research results are expected to help cosmetics brands design the next generation of beauty products and experiences. Additional applications concern all industries having an impact on beauty and appearance such as food, health, fashion, and luxury.

The findings for Asia and Europe, as well as for Middle-East and Africa, will be detailed among other surprising sensory insights in Prof. Diana Derval's forthcoming [book *The Right Sensory Mix: Decoding Customers' Behavior and Preferences*](#), published by Springer Nature and to be

Prof. Diana Derval, PhD
DervalResearch
+372 602 7208
[email us here](#)
Visit us on social media:
[LinkedIn](#)



The diagram features a central illustration of a woman's head and shoulders, rendered in a light blue, semi-transparent style. To her right, three circular icons represent different brain profiles. Each icon contains a smaller version of the woman's head and a brain scan image with a specific symbol. The top icon is labeled 'Sequential' and contains a vertical bar symbol. The middle icon is labeled 'Sequential-Indexed' and contains a letter 'H'. The bottom icon is labeled 'Indexed' and contains an asterisk symbol. Below the main illustration is the 'DervalResearch' logo, which consists of a purple swirl icon followed by the text 'DervalResearch'.

Need for Structure and Beauty OCD. Complexity and precision of beauty rituals were observed on subjects grouped into 3 brain profiles based on their need for structure, from high (sequential), and medium (sequential-indexed), to low (indexed).

This press release can be viewed online at: <https://www.einpresswire.com/article/557537806>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2021 IPD Group, Inc. All Right Reserved.