

SUMMARY

The ideal of female beauty and its creation

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To determine beauty of female face, not all its parts and features were considered important. Hair, eyes, colour and smoothness of skin and proportionality of face parts are the most important. People in Papilė region distinguished the following lineaments of feminine face: tow-coloured long hair, dark eyebrows, small nose, blue eyes, white fresh skin and pink cheeks.

Unattractive were those who were red-haired and had brown and black eyes. Pale spotted face skin, disproportional large or small parts of face were thought to be ugly.

Girls and women tried to hide their unattractive lineaments. The folk cosmetics were based on animal fats, but the folk cosmetics were replaced by the industrial ones in the first half of the 20th c.

A stereotype attitude towards the feminine look common in Papilė region was typical of all Lithuania.