

題辭

1. Zadie Smith, “An A–Z by Zadie Smith,” Penguin, August 6, 2007, archived at https://web.archive.org/web/20070806051014/http://www.penguin.co.uk/nf/Author/AuthorPage/0,,0_1000049267,00.html?sym=MIS.
2. Yeats, “Adam’s Curse,” Collected Poems, 78.

まえがき

1. “AmorePacific, South Korea’s biggest beauty firm, is struggling,” The Economist, October 19, 2019.
2. Nitesh Chouhan, Himanshu Vig, and Roshan Deshmukh, “K- Beauty Products Market by Product Type: Global Opportunity Analysis and Industry Forecast, 2021– 2027,” Allied Market Research, February 2021.
3. Vanessa Grigoriadis, “The Beauty of 78.5 Million Followers: How Social Media Stars Like Addison Rae Gave the Cosmetics Industry a Makeover,” New York Times Magazine, March 23, 2021, <https://www.nytimes.com/2021/03/23/magazine/addison-rae-beauty-industry.html>.
4. Lee, “Introduction.”
5. Erika Balsom, “ ‘There Is No Such Thing as Documentary’: トリン・T・ミンハのインタビュー,” Frieze, November 1, 2018, <https://www.frieze.com/article/there-no-such-thing-documentary-interview-trinh-t-minh-ha>.
6. Foucault, History of Sexuality, 100– 101. （フーコー、『性の歴史』、渡辺守章訳、新潮社、1986 年）
7. OECD, “The Pursuit of Gender Equality: An Uphill Battle,” October 4, 2017, https://read.oecd-ilibrary.org/social-issues-migration-health/the-pursuit-of-gender-equality_9789264281318-en.
8. Cho, “Popular Abjection,” 58.
9. Benjamin Haas, “ ‘Escape the corset’: South Korean women rebel against strict beauty standards,” The Guardian, October 28, 2018, <https://www.theguardian.com/world/2018/oct/26/escape-the-corset-south-korean-women-rebel-against-strict-beauty-standards>.
10. Benjamin Haas, “ ‘Escape the corset.’ ”

第 1 章

1. Elise Hu, “Need Fake Friends for Your Wedding? In S. Korea, You Can Hire Them,” NPR, August 5, 2015, <https://www.npr.org/sections/parallels/2015/08/05/419419307/fake-wedding-guests-korea-role-players>.

2. Song Jung- a, “Luxury brands battle to stay in fashion in South Korea,” Financial Times, June 21, 2014, [https:// www.ft.com/ content/ bffdbad8- f5f6- 11e3 - 83d3- 00144feabdc0](https://www.ft.com/content/bffdbad8-f5f6-11e3-83d3-00144feabdc0).
3. Euromonitor International data.
4. As of 2019, the country had 7,580 beauty manufacturers. “화장품 업체수·품목수·생산실적,” August 2009—March 2022, Korean Statistical Information Service.
5. “Flowerboys and the appeal of ‘soft masculinity’ in South Korea,” BBC News, September 5, 2018, [https:// www.bbc.com/ news/ world- asia- 42499809](https://www.bbc.com/news/world-asia-42499809).
6. Rebecca Dancer, “The History of Amorepacific, a 5- Time Best of Beauty Winner,” Allure, [https:// www.allure.com/ sponsored/ story/ history- of- amorepacific](https://www.allure.com/sponsored/story/history-of-amorepacific).
7. AmorePacific, “From Jeju with Love,” New York Times (paid post), [https:// www.nytimes.com / paidpost/ amorepacific/ from- jeju- with- love.html](https://www.nytimes.com/paidpost/amorepacific/from-jeju-with-love.html).
8. “Heritage Ingredients: Green Tea,” AmorePacific, [https:// www.apgroup.com/ sg/ en/ our- values / heritage- ingredients/ green- tea/ green- tea.html](https://www.apgroup.com/sg/en/our-values/heritage-ingredients/green-tea/green-tea.html); “Beauty Research & Innovation: Development of New Green Tea Varieties for Preservation of Biodiversity and Skin,” AmorePacific, [https:// www .apgroup.com/ int/ en/ about- us/ research- innovation/ rnd/ beauty - research- innovation/ beauty- research- innovation- 01.html](https://www.apgroup.com/int/en/about-us/research-innovation/rnd/beauty-research-innovation-01.html).
9. Oh, Pop City, 170.
10. Emily Lueng, “Top Trends Shaping APAC’s Skin Care Industry,” September 20, 2019, Euromonitor International, [https:// www.euromonitor.com / article/ top- trends- shaping- apacs- skin- care- industry](https://www.euromonitor.com/article/top-trends-shaping-apacs-skin-care-industry).
11. エミリー・レイムンドのインタビュー
12. Jamie Matusow and Joanna Cosgrove, “Top 20 Global Beauty Companies,” Beauty Packaging, November 4, 2020, [https:// www.beutypackaging.com / issues/ 2020- 10- 01/ view_ features/ top- 20- global- beauty - companies- 765486/](https://www.beutypackaging.com/issues/2020-10-01/view_features/top-20-global-beauty-companies-765486/).
13. “Amorepacific Group 2019 Annual Results,” Amorepacific news release, February 5, 2020, [https:// www .apgroup.com/ int/ en/ news/ 2020- 02- 05.html](https://www.apgroup.com/int/en/news/2020-02-05.html).
14. Cho, Little Book of Skincare, 15.
15. “Hwahae Consumer Beauty Awards 2021,” The Monodist, December 3, 2021, [https:// themonodist.com/ 2021/ 12/ 03/ hwahae - consumer- beauty- awards- 2021/](https://themonodist.com/2021/12/03/hwahae-consumer-beauty-awards-2021/).
16. Tudor, Korea, 172.
17. Dani Rodrik, “Getting Interventions Right: How South Korea and Taiwan Grew Rich,” Economic Policy 10, no. 20 (April 1995): 53–107.
18. Manuela V. Ferro and Akihiko Nishio, “From aid recipient to donor: Korea’s inspirational development path,” World Bank, December 2, 2021, [https:// blogs.worldbank.org/ eastasiapacific/ aid- recipient- donor - korea- inspirational- development- path](https://blogs.worldbank.org/eastasiapacific/aid-recipient-donor-korea-inspirational-development-path).
19. Farwa Sial, “Historicising the Aid Debate: South Korea as a Successful Aid Recipient,”

Developing Economics, November 12, 2018, <https://developingeconomics.org/2018/11/12/historicising-the-aid-debate-south-korea-as-a-successful-aid-recipient/>.

20. “2020 년 화장품산업 분석 보고서,” Korea Health Industry Development Institute, May 31, 2021, <https://www.khidi.or.kr/board/view?pageNum=1&rowCnt=10&no1=776&linkId=48857409&menuId=MENU00085&maxIndex=00488574099998&minIndex=00002145679998&schType=0&schText=&schStartDate=&schEndDate=&boardStyle=&categoryId=&continent=&country=>.

21. Myungji Lee, “베일에 싸인 ‘K 뷰티 기술력의 본산’... 한국콜마 종합기술원을 가다,” Hankyung Business, May 12, 2020, <https://news.naver.com/main/read.naver?mode=LSD&mid=sec&sid1=004&oid=050&aid=0000053622>; エディ・アラム・ペクとパク・ジョンウンのインタビュー

22. Kikuko Yano, “[화장품 컬럼] 한국이 ‘세계 화장품 연구소’라고 불리는 이유,” Cosin, September 16, 2019, <https://cosinkorea.com/mobile/article.html?no=32593>. Cosvision Corporation is based in Daejeon (<http://www.cosvision.com/>). Cosrx (<http://www.cosrx.co.kr/>), Coson (<http://www.coson.co.kr/>), Hankook Cosmetics Manufacturing Co. (https://www.hkcosm.com/00_main/main.jsp), and HNG (<http://www.hngc.co.kr/>) are all located in Seoul.

23. Myungji Lee, “베일에 싸인 ‘K 뷰티 기술력의 본산’... 한국콜마 종합기술원을 가다,” Hankyung Business, May 12, 2020, <https://news.naver.com/main/read.naver?mode=LSD&mid=sec&sid1=004&oid=050&aid=0000053622>.

24. Kayleen Schaefer, “What You Don’t Know About the Rise of Korean Beauty,” The Cut, September 9, 2015, <https://www.thecut.com/2015/09/korean-beauty-and-the-government.html>.

25. ヘレン・チョーのインタビュー

26. エディ・アラム・ペクのインタビュー

27.パク・ジョンウン의 인터뷰

28. “Wadiz Blazes a Crowdfunding Trail in Korea,” Red Herring, February 9, 2021, <https://www.redherring.com/startups/wadiz-blazes-a-crowdfunding-trail-in-korea/>.

29. Hyunjoo Jin and Martinne Geller, “Unilever steps up beauty push with \$2.7 billion Carver Korea deal,” Reuters, September 25, 2017, <https://www.reuters.com/article/us-carverkorea-unilever-nv/unilever-steps-up-beauty-push-with-2-7-billion-carver-korea-deal-idUSKCN1C00D3>; Estée Lauder Companies news release, November 18, 2019.

30. “S. Korea’s exports of cosmetics products ranked third in the world last year,” Korea Herald, June 21, 2021, <https://www.koreaherald.com/view.php?ud=20210621000834>.

31. Oxygen Development, for instance, an OEM headquartered in Seoul, lists Glossier among its clients (<http://www.eyesome.co.kr/default/en/business/partner.php>).

32. エディ・アラム・ペクのインタビュー

33. 김・미희의 인터뷰

34. Mary-Ann Russon, “K- beauty: The rise of Korean make- up in the West,” BBC News, October 21, 2018, [https:// www.bbc.com/ news/ business- 45820671](https://www.bbc.com/news/business-45820671).
35. シャーロット・チョのインタビュー
36. CJ 올리브영, 2022 년 전략 키워드는 ‘혁신 성장’ ... “건강한 아름다움을 지향하는
 옴니채널 라이프스타일 플랫폼 도약의 원년 될 것,” 채널 CJ, December 12, 2021, [https://
 cjnews.cj.net/ cj% EC% 98% AC% EB% A6% AC% EB% B8% 8C% EC% 98 % 81- 2022% EB%
 85% 84- % EC% A0% 84% EB% 9E% B5- % ED% 82% A4 % EC% 9B% 8C% EB% 93% 9C%
 EB% 8A% 94- % ED% 98% 81% EC% 8B % A0- % EC% 84% B1% EC% 9E% A5- % EA% B1%
 B4% EA% B0% 95/](https://cjnews.cj.net/cj%EC%98%AC%EB%A6%AC%EB%B8%8C%EC%98%81-2022%EB%85%84-%EC%A0%84%EB%9E%B5-%ED%82%A4%EC%9B%8C%EB%93%9C%EB%8A%94-%ED%98%81%EC%8B%A0-%EC%84%B1%EC%9E%A5-%EA%B1%B4%EA%B0%95/).
37. Shelley E. Kohan, “Sephora to Open over 260 New Stores in 2021 Including Kohl’s Concept,”
 Forbes, February 25, 2021, [https:// www.forbes.com/ sites/ shelleykohan / 2021/ 02/ 25/ sephora- to-
 open- over- 260- new- stores- in- 2021 - including- kohls- concept/? sh= 26dfe51b827b](https://www.forbes.com/sites/shelleykohan/2021/02/25/sephora-to-open-over-260-new-stores-in-2021-including-kohls-concept/?sh=26dfe51b827b).
38. “CJ 올리브영, 2022 년 전략 키워드는 ‘혁신 성장’ ... ”건강한 아름다움을 지향하는
 옴니채널 라이프스타일 플랫폼 도약의 원년 될 것,” 채널 CJ, December 12, 2021, [https://
 cjnews.cj.net/ cj% EC% 98% AC% EB % A6% AC% EB% B8% 8C% EC% 98% 81- 2022% EB%
 85% 84- % EC% A0 % 84% EB% 9E% B5- % ED% 82% A4% EC% 9B% 8C% EB% 93% 9C%
 EB % 8A% 94- % ED% 98% 81% EC% 8B% A0- % EC% 84% B1% EC% 9E% A5 - % EA% B1%
 B4% EA% B0% 95](https://cjnews.cj.net/cj%EC%98%AC%EB%A6%AC%EB%B8%8C%EC%98%81-2022%EB%85%84-%EC%A0%84%EB%9E%B5-%ED%82%A4%EC%9B%8C%EB%93%9C%EB%8A%94-%ED%98%81%EC%8B%A0-%EC%84%B1%EC%9E%A5-%EA%B1%B4%EA%B0%95/).
39. Elise Hu, “South Korea, Japan Reach Major Deal on Wartime Sex Slaves,” NPR, December 28,
 2015, [https:// www.npr.org/ 2015/ 12/ 28/ 461304285/ south- korea- japan- reach- major- deal- on-
 wartime- sex- slaves](https://www.npr.org/2015/12/28/461304285/south-korea-japan-reach-major-deal-on-wartime-sex-slaves).

第 2 章

1. Lauren Valenti, “A 7- Step Guide to Glowing ‘Glass Skin’ from a K- Beauty Insider,” Vogue,
 December 25, 2019, [https:// www.vogue.com/ article/ korean- k- beauty- glass - skin- best- products-
 for- clear- glowing-skin](https://www.vogue.com/article/korean-k-beauty-glass-skin-best-products-for-clear-glowing-skin).
2. Cho, Little Book, 66.
3. Widdows, Perfect Me, 81.
4. 전상희, “[wiz] 시대별 대표 피부 미인과 트렌드,” 스포츠조선, September 7, 2008,
[https:// sports.chosun.com/ news/ news_ o2.htm? name =/ news/ entertainment/ 200809/ 20080908/
 89h22009.htm](https://sports.chosun.com/news/news_o2.htm?name=/news/entertainment/200809/20080908/89h22009.htm).
5. Schuman, Confucius.
6. Wilson, Genealogy of the Way.
7. Storr, Selfie, 72.
8. Odile Monod—The Monodist, “100 Years of Korean Beauty: The Birth of Modern Korean Beauty

Standards (History of Korean Beauty 4)” (video), [https:// www.youtube.com/ watch? v= QocCzJNcLxQ](https://www.youtube.com/watch?v=QocCzJNcLxQ).

9. Nelson, “Bound Hair and Confucianism,” 108, 117– 18.

10. Peiss, *Hope in a Jar*, 45.

11. Peiss, *Hope in a Jar*, 97– 103.

12. Chung Ah- young, “Tracing history of cosmetics,” *Korea Times*, January 31, 2013, [http:// koreatimes.co.kr/ www/ news/ culture/ 2013/ 01/ 135_ 129776.html](http://koreatimes.co.kr/www/news/culture/2013/01/135_129776.html).

13. 손성진, “[근대광고 옛보기] 납중독 소동 일으킨 ‘박가분’ 광고/손성진 논설고문,” *서울신문*, November 9, 2020, [https:// news.naver.com/ main/ read.naver ? mode= LSD& mid= sec& sid1= 110& oid= 081& aid= 0003137939](https://news.naver.com/main/read.naver?mode=LSD&mid=sec&sid1=110&oid=081&aid=0003137939); 김효정, “대한민국 1 호 브랜드 화장품 ‘박가분’ ... 역사의 뒤편길로 사라진 배경은?”, *에듀동아*, September 10, 2018, [http:// edu.donga .com/ ? p= article& ps= view& at_ no= 20180910134255250965](http://edu.donga.com/?p=article&ps=view&at_no=20180910134255250965); 이유진, 김정원, 이상문, “[옛것을 만지다](9) 백옥 피부에 대한 열망, 박가분,” *레이디경향*, September 4, 2014, [https:// news.naver.com/ main/ read .naver? mode= LSD& mid= sec& sid1= 103& oid= 145& aid= 0000012533](https://news.naver.com/main/read.naver?mode=LSD&mid=sec&sid1=103&oid=145&aid=0000012533).

14. Hye Kyoung Kwon, “Performing Masquerade: The Politics of K- Beauty in South Korean Literary and Popular Culture from Colonialism to Neoliberalism,” unpublished PhD dissertation, University of California at Los Angeles, 2019, 26– 57.

15. Susan Kitchens, “Pacific Quest,” *Forbes Asia*, May 8, 2006.

16. “한국의 기업가정신을 찾아서 (9) 서성환 아모레퍼시픽 창업자,” *Forbes Korea*, November 23, 2016, [https:// jmagazine.joins.com/ forbes/ view/ 314332](https://jmagazine.joins.com/forbes/view/314332).

17. “The Beginning,” *Straits Times*, September 24, 2015; “AmorePacific: A legacy that started in grandma’s kitchen,” *Korea Herald*, July 11, 2016.

18. “AmorePacific aims to make most sales overseas,” *Korea Herald*, September 25, 2013.

19. Oh, *Pop City*, 164.

20. 김승민, “[뉴스 클립] Special Knowledge 한국 화장품 100 년,” *JoongAng*, May 23, 2012, [https:// www.joongang.co.kr/ article/ 8260419#home](https://www.joongang.co.kr/article/8260419#home); 윤지원, “아모레퍼시픽 ‘향장’ 60 년 기념전 ... 화장 변천사와 현대사 엮는다,” *CNB Journal*, September 27, 2018, [https:// m.weekly.cnbnews.com / m/ m_ article.html? no= 125440](https://m.weekly.cnbnews.com/m/m_article.html?no=125440).

21. Breen, *The New Koreans*, 201– 10.

22. キャサリン・ユンミ・キムのインタビュー

23. Kwon, “Performing Masquerade,” 76.

24. Kang Hyun- kyung, “ ‘Ridiculous’ 1970s: Book lampoons Park Chung- hee era,” *Korea Times*, February 22, 2019, [https:// www.koreatimes.co.kr/ www/ culture/ 2021/ 03/ 142 _ 264236.html](https://www.koreatimes.co.kr/www/culture/2021/03/142_264236.html).

25. Kwon, “Performing Masquerade,” 4, 111– 38.

26. Kwon, “Performing Masquerade,” 65.

27. Kwon, “Performing Masquerade,” 23.
28. ヘギョン・クオンのインタビュー
29. Cumings, *Korea’s Place in the Sun*, 384. (カミングス、『現代朝鮮の歴史——世界のなかの朝鮮』、横田安司・小林知子訳、明石書店、2003 年)
30. Rund Abdelfatah et al., “How Korean Culture Went Global,” NPR, September 8, 2022, <https://www.npr.org/2022/09/06/1121364712/how-korean-culture-went-global>; Anna Fifield, “Chun Doo-hwan, Brutal South Korean Dictator, Dies at 90,” *Washington Post*, November 23, 2021, www.washingtonpost.com/obituaries/2021/11/23/chun-doo-hwan-korea-dead/.
31. Breen, *The New Koreans*, 210.
32. Kitchens, “Pacific Quest.”
33. Yi, *Pretty Boys*, 227.

第3章

1. Andrew Pollack, “Crisis in South Korea: The Bailout,” *New York Times*, December 4, 1997.
2. Hong, *Birth of Korean Cool*, 96.
3. Sammy Lee, screenwriter and director, *SONG* (digital short film in possession of Lee).
4. Mi Sook Park, “South Korea Cultural History Between 1960s and 2012,” *International Journal of Korean Humanities and Social Sciences* 1 (2016): 71–118.
5. Kim Dae-jung, “Inaugural Address by Kim Dae-jung,” February 25, 1998, Ministry of Unification, South Korea, https://unikorea.go.kr/eng_unikorea/news/speeches/?boardId=bbs_0000000000000036&mode=view&cntId=31906&category=&pageIdx=11.
6. Breen, *The New Koreans*, 348.
7. Jon Herskovitz, “S. Korea to lift ban on Japanese culture,” *Variety*, October 9, 1998, <https://variety.com/1998/music/news/s-korea-to-lift-ban-on-japanese-culture-1117481242/>.
8. Hong, *Birth of Korean Cool*, 101; Republic of Korea, Framework Act on the Promotion of Cultural Industries (Act No. 5927 of February 8, 1999, as amended up to Act No. 11845 of May 28, 2013).
9. Elise Hu, “Responding to Nuclear Test, S. Korea Cranks Up the K-Pop,” NPR, January 13, 2016, <https://www.npr.org/sections/parallels/2016/01/13/462853390/responding-to-nuclear-test-s-korea-cranks-up-the-k-pop>.
10. Sammy Westfall, “K-pop Icons BTS Appointed South Korean Presidential Special Envoys Ahead of U.N. General Assembly,” *Washington Post*, September 14, 2021, [washingtonpost.com/world/2021/09/14/bts-un-assembly/](https://www.washingtonpost.com/world/2021/09/14/bts-un-assembly/).
11. Martin Roll, “Korean Wave (Hallyu)—The Rise of Korea’s Cultural Economy & Pop Culture,” martinroll.com/resources/articles/asia/korean-wave-hallyu-the-rise-of-koreas-cultural-economy-pop-culture/.

12. Chung, K- Beauty, chapter 1.
13. シャロン・ヘジン・リーのインタビュー
14. John Seabrook, "Factory Girls," *The New Yorker*, October 1, 2012, <https://www.newyorker.com/magazine/2012/10/08/factory-girls-2>.
15. Jijin V. John, "Globalization, National Identity and Foreign Policy: Understanding 'Global Korea,'" *Copenhagen Journal of Asian Studies* 33, no. 2 (2015): 38–57.
16. Oh, *Pop City*, 168.
17. Kathy Peiss, "Making Faces: The Cosmetics Industry and the Cultural Construction of Gender, 1890–1930," *Genders* 7 (1990): 143–69.
18. Oh, *Pop City*, 168.
19. 배정원, " '로드숍의 몰락'...그 많던 미샤·더페이스샵 매장은 어디갔나," *JoongAng*, August 18, 2020, <https://www.joongang.co.kr/article/23851234#home>.
20. Oh, *Pop City*, 169.
21. " '로드숍의 몰락'...그 많던 미샤·더페이스샵 매장은 어디갔나," *JoongAng*
22. Chung, K- Beauty, chapter 1.
23. Daniela Morosini and Jen Adkins, "The Fascinating Rise of BB Cream and Why We're Forever Hooked," *Byrdie*, August 25, 2021, <https://www.byrdie.com/what-is-bb-cream>.
24. Ally Betker, "BB Cushion Compacts: The Korean Beauty Phenomenon Arrives Stateside," *Vogue*, May 16, 2014, <https://www.vogue.com/article/korean-skincare-bb-cushion-compacts>.
25. Chung, K- Beauty, chapter 1.
26. Faye Brookman, "AmorePacific Earmarks Aritaum Stores for U.S. Expansion," *WWD*, February 1, 2017, <https://wwd.com/beauty-industry-news/beauty-features/amorepacific-earmarks-aritaum-for-growth-10771428/>.
27. Paul Tassi, " 'Squid Game' Is Now the #1 Show in 90 Different Countries," *Forbes*, October 3, 2021.
28. Danica Salazar, "Daebak! The OED gets a K- update," *Oxford English Dictionary*, September 6, 2021, <https://public.oed.com/blog/daebak-a-k-update/>.
29. Stacey Vanek Smith, "How BTS Is Adding an Estimated \$5 Billion to the South Korean Economy a Year," *NPR*, August 6, 2021, <https://www.npr.org/2021/08/06/1025551697/how-bts-is-adding-an-estimated-5-billion-to-the-south-korean-economy-a-year>.
30. Sharon Heijin Lee, "The (Geo)Politics of Beauty: Race, Transnationalism, and Neoliberalism in South Korean Beauty Culture," unpublished PhD dissertation, University of Michigan, 2012, 10.
31. シャロン・ヘジン・リーのインタビュー
32. Madeleine Spence, "Chic Korea," *Air Mail*, October 16, 2021, airmail.news/issues/2021-10-16/chic-korea.
33. Hye Kyoung Kwon, "Performing Masquerade: The Politics of K- Beauty in South Korean Literary

and Popular Culture from Colonialism to Neoliberalism,” unpublished PhD dissertation, University of California at Los Angeles, 2019, 144.

34. Anna Fifield, “Young South Koreans call their country ‘hell’ and look for ways out,” Washington Post, January 31, 2016, [https:// www.washingtonpost.com/ world / asia_ pacific/ young- south-koreans- call- their- country- hell- and - look- for- ways- out/ 2016/ 01/ 30/ 34737c06- b967- 11e5- 85cd - 5ad59bc19432_ story.html](https://www.washingtonpost.com/world/asia_pacific/young-south-koreans-call-their-country-hell-and-look-for-ways-out/2016/01/30/34737c06-b967-11e5-85cd-5ad59bc19432_story.html).

35. Kwon, “Performing Masquerade,” 147.

36. Kwon, “Performing Masquerade,” 177.

37. Oh, Pop City, 192.

38. US- ASEAN Business Council, “Growth Projections,” July 22, 2019, [https:// www.usasean.org/ why- asean/ growth](https://www.usasean.org/why-asean/growth).

39. Oh, Pop City, 178.

40. Park Jin- hai, “New Hallyu Dawns on ‘Descendants of the Sun,’ ” Korea Times, April 3, 2016, [https:// www.koreatimes.co.kr/ www/ news/ culture/ 2016/ 04 / 386_ 201794.html](https://www.koreatimes.co.kr/www/news/culture/2016/04/386_201794.html).

41. Sophie Elmhirst, “Brazilian butt lift: behind the world’s most dangerous cosmetic surgery,” The Guardian, February 9, 2021, [https:// www.theguardian.com/ news/ 2021/ feb/ 09 / brazilian- butt- lift- worlds- most- dangerous- cosmetic- surgery](https://www.theguardian.com/news/2021/feb/09/brazilian-butt-lift-worlds-most-dangerous-cosmetic-surgery).

42. “Chinese actress Zhang Yuqi gets plastic surgery to look exactly like Song Hye Kyo,” Koreaboo, September 23, 2015, [https:// www.koreaboo.com/ article/ chinese- actress- zhang - yuqi- gets- plastic- surgery- to- look- exactly- like- song- hye- kyo](https://www.koreaboo.com/article/chinese-actress-zhang-yuqi-gets-plastic-surgery-to-look-exactly-like-song-hye-kyo).

43. ジェニー・ワン・メディアナのインタビュー

44. “S. Korea becomes world’s 3rd- largest cosmetics exporter in 2020,” Yonhap News, June 21, 2021, [https:// en.yna.co.kr/ view / AEN20210621006900320](https://en.yna.co.kr/view/AEN20210621006900320).

45. ミシェル・チョーのインタビュー

46. Soko Glam, “10- Step Korean Skin Care Routine Set (Normal Skin Type),” [https:// sokoglam.com / collections/ soko- glam/ products/ 10- step- korean- skin- care - routine- set- normal](https://sokoglam.com/collections/soko-glam/products/10-step-korean-skin-care-routine-set-normal).

47. Cheryl Wischhover, “Korean Beauty Has Hit the Mainstream. Now What?” BOF, June 10, 2019, [https:// www.businessoffashion.com/ articles/ news- analysis/ korean - beauty- has- hit- the- mainstream- now- what/](https://www.businessoffashion.com/articles/news-analysis/korean-beauty-has-hit-the-mainstream-now-what/).

第4章

1. Unilever to buy AHC beauty maker Carver Korea for \$2.7 bn, Pulse, September 26, 2017, [https:// pulsenews.co.kr/ view.php? year= 2017& no= 645330](https://pulsenews.co.kr/view.php?year=2017&no=645330).

2. Elise Hu, “A Chinese Tourism Boom Has South Koreans Cramming,” NPR, March 29, 2015, [https:// www.npr.org/ sections/ parallels/ 2015/ 03 / 19/ 393752309/ the- chinese- tourism- boom- has-](https://www.npr.org/sections/parallels/2015/03/19/393752309/the-chinese-tourism-boom-has)

south- koreans - cramming.

3. Jessica Cruel, “This Hydrating Eye Cream Keeps Foundation from Settling in My Smile Lines,” Allure, June 1, 2020, [https:// www.allure.com/ review/ ahc- essential- real- eye - cream- for- face](https://www.allure.com/review/ahc-essential-real-eye-cream-for-face).
4. Marion Richardson, “Understanding the Structure and Function of the Skin,” *Nursing Times* 99, no. 31 (2003), 46– 48.
5. Vanessa Grigoriadis, “The Beauty of 78.5 Million Followers: How Social Media Stars Like Addison Rae Gave the Cosmetics Industry a Makeover,” *New York Times Magazine*, March 23, 2021, [https:// www.nytimes.com/ 2021/ 03/ 23/ magazine/ addison- rae- beauty - industry.html](https://www.nytimes.com/2021/03/23/magazine/addison-rae-beauty-industry.html).
6. Chung, K- Beauty, chapter 3.
7. “The report on Korean consumers’ cosmetics usage patterns,” Korean Ministry of Food and Drug Safety, 2015, quoted in Chung, K- Beauty, chapter 3.
8. Cho, Little Book, 132.
9. Charlotte Cho, “What Are Korean Skin Whitening Products and Do They Bleach Your Skin?!” SokoGlam, February 5, 2021, [https:// sokoglam.com/ blogs/ news / 112943045- skin- whitening- explained- its- not- what- you - think](https://sokoglam.com/blogs/news/112943045-skin-whitening-explained-its-not-what-you-think).
10. “Enforcement Rule of the Cosmetics Act,” Ordinance of the Prime Minister No. 1182, July 29, 2015, Korean Legislation Research Institute.
11. 박소정 and 홍석경, “K- 뷰티의 미백 문화에 대한 인종과 젠더의 상호교차적 연구를 위한 시론: 화이트워싱/옐로우워싱 논쟁을 중심으로,” *언론정보연구* 56, no. 2 (2019), 43– 78.
12. Gottschild, *Black Dancing Body*, 190.
13. 박소정 and 홍석경.
14. Hiroshi Wagatsuma, “The Social Perception of Skin Color in Japan,” *Daedalus* 96, no. 2 (1967), 407– 43.
15. Chung, K- Beauty, chapter 3.
16. Chung, K- Beauty, chapter 3.
17. Team Coco, “Steven Yeun & Conan Visit a Korean Spa | CONAN on TBS” (video), [https:// www.youtube.com/ watch? v= k70xBg8en- 4](https://www.youtube.com/watch?v=k70xBg8en-4).
18. Kwang- Ok Lee, Sue Kim, Soon- Bok Chang, and Ji- Soo Yoo, “Effects of Artemisia A. Smoke (Ssukjahun) on Menstrual Distress, Dysmenorrhea, and Prostaglandin F_{2α},” *Korean Journal of Women’s Health Nursing* 15, no. 2 (2009), 150– 59; Seon- Eun Baek, Sae- Byul Jang, Kyung- Hee Choi, and Jeong- Eun Yoo, “Systematic Review of Fumigation Therapy for Atrophic Vaginitis,” *Journal of Korean Obstetrics and Gynecology* 29, no. 1 (2016), 92– 101.
19. Widdows, *Perfect Me*, 20.
20. Whitefield- Madrano, *Face Value*, 202.
21. Elise Hu, “The All- Work, No- Play Culture of South Korean Education,” NPR, April 15, 2015,

[https:// www.npr.org/ sections/ parallels/ 2015/ 04/ 15/ 393939759 / the- all- work- no- play- culture- of- south-korean- education.](https://www.npr.org/sections/parallels/2015/04/15/393939759/the-all-work-no-play-culture-of-south-korean-education)

第 5 章

1. Petersen, Too Fat, Too Slutty, Too Loud, 219.
2. “The Way We Live Now: On Language; Lookism,” New York Times, August 27, 2000, [https:// www.nytimes.com/ 2000/ 08/ 27/ magazine/ the- way- we- live- now - 8- 27- 00- on- language- lookism.html](https://www.nytimes.com/2000/08/27/magazine/the-way-we-live-now-8-27-00-on-language-lookism.html).
3. 이하나, “‘남자인 게 스펙이네’...채용 공고부터 노골적 ‘여성차별’ 심각,” 여성신문, July 6, 2016, [https:// www.womennews.co.kr/ news/ articleView.html? idxno= 95525](https://www.womennews.co.kr/news/articleView.html?idxno=95525).
4. 조현정, “아르바이트도 ‘외모지상주의’...10 명 중 4 명 ‘외모로 구직 차별 받아,’” ChosunBiz, October 24, 2017, [https:// biz.chosun.com / site/ data/ html_ dir/ 2017/ 10/ 24/ 2017102401701.html](https://biz.chosun.com/site/data/html_dir/2017/10/24/2017102401701.html).
5. Matt Stiles, “In South Korea’s hypercompetitive job market, it helps to be attractive,” Los Angeles Times, June 13, 2017, [https:// www.latimes.com/ world/ asia/ la- fg - south- korea- image- 2017- story.html](https://www.latimes.com/world/asia/la-fg-south-korea-image-2017-story.html).
6. 류주현, “C 컵 이상 유인나 미모女 오세요’ 정신나간 구인광고,” YTN, December 10, 2015, [https:// www.ytn.co.kr/_ ln/ 0103_ 201512101915463579](https://www.ytn.co.kr/_ln/0103_201512101915463579).
7. 류주현, “C 컵 이상 유인나 미모女 오세요’ 정신나간 구인광고,” YTN, December 10, 2015, [https:// www.ytn.co.kr/_ ln/ 0103_ 201512101915463579](https://www.ytn.co.kr/_ln/0103_201512101915463579).
8. Stiles, “In South Korea’s hypercompetitive job market.”
9. “Ministry blog suggests cosmetic surgery to win jobs,” Korea Times, July 1, 2015, [https:// www.koreatimes.co.kr/ www/ nation/ 2015/ 12 / 113_ 182006.html](https://www.koreatimes.co.kr/www/nation/2015/12/113_182006.html).
10. Yon-se Kim, “[News Focus] High youth unemployment continues during Moon’s term,” Korea Herald, April 22, 2021, [http:// www.koreaherald.com/ view.php? ud= 20210422000380](http://www.koreaherald.com/view.php?ud=20210422000380).
11. OECD, “The Pursuit of Gender Equality: An Uphill Battle,” October 4, 2017, [https:// read.oecd- ilibrary.org/ social- issues- migration- health / the- pursuit- of- gender- equality_ 9789264281318- en](https://read.oecd-ilibrary.org/social-issues-migration-health/the-pursuit-of-gender-equality_9789264281318-en).
12. 정혁준, “임현주 앵커가 안경 쓴 뒷 이야기를 밝혔다,” HuffPost Korea, [https:// www .hungtonpost.kr/ entry/ story_ kr_ 5b14cbe6e4b010565aad2750](https://www.hungtonpost.kr/entry/story_kr_5b14cbe6e4b010565aad2750).
13. Alexandra Stevenson, “South Korea Loves Plastic Surgery and Makeup. Some Women Want to Change That,” New York Times, November 23, 2018, [https:// www.nytimes.com / 2018/ 11/ 23/ business/ south- korea- makeup- plastic- surgery- free - the- corset.html](https://www.nytimes.com/2018/11/23/business/south-korea-makeup-plastic-surgery-free-the-corset.html).
14. 問題のアプリは〈バビトーク〉と〈カンナムオンニ〉
15. Lee, “Introduction.”
16. Elise Hu, Janet W. Lee, and Jessica Placzek, “How Girls’ Generation Shaped K- pop as We Know

- It,” NPR, September 13, 2022, [https:// www.npr.org / transcripts/ 1122480955](https://www.npr.org/transcripts/1122480955).
17. T. K. Park and Youngdae Dim, “How Blackpink, Red Velvet, and More Are Redefining Womanhood in K- pop,” MTV News, June 6, 2019, [https:// www .mtv.com/ news/ 3126395/ k- pop-girl- groups- womanhood- agency/](https://www.mtv.com/news/3126395/k-pop-girl-groups-womanhood-agency/).
 18. イ・ミンギョンのインタビュー
 19. Lee, Tigerrabbit, 54.
 20. Storr, Selfie, 54.
 21. Jessica DeFino, “How White Supremacy and Capitalism Influence Beauty Standards,” Teen Vogue, October 19, 2020, [https:// www.teenvogue .com/ story/ standard- issues- white- supremacy- capitalism - influence- beauty](https://www.teenvogue.com/story/standard-issues-white-supremacy-capitalism-influence-beauty).
 22. “Ancient Egyptian cosmetics: ‘Magical’ makeup may have been medicine for eye disease,” American Chemical Society news release, January 20, 2010, [https:// www.acs.org/ content/ acs/ en/ pressroom / newsreleases/ 2010/ january/ ancient- egyptian-cosmetics .html](https://www.acs.org/content/acs/en/pressroom/newsreleases/2010/january/ancient-egyptian-cosmetics.html).
 23. Brumberg, Body Project, xxi.
 24. イ・ミンギョンのインタビュー
 25. シム・ヘインのインタビュー
 26. Beauty Between Empires: Global Feminism, Plastic Surgery, and the Trouble with Self- Esteem,” *Frontiers: A Journal of Women Studies* 37, no. 1 (2016), 1– 31.
 27. “Neoliberal Governmentality at Work: Post- IMF Korean Society and the Construction of Neoliberal Women,” *Korea Journal* 49, no. 3 (2009), 15– 43.
 28. Alex Taek- Gwang Lee, “The Flesh of Democracy: Plastic Surgery and Human Capital in South Korea,” *Telos* 184 (2018), 209– 22.
 29. 김상희, “[마이너리티의 소리] 성형수술 부추기는 사회,” *JoongAng*, May 24, 2003, [https:// www.joongang .co.kr/ article/ 174766#home](https://www.joongang.co.kr/article/174766#home).
 30. ジェニー・ワン・メディナのインタビュー
 31. Yonhap News, “9 out of 10 S. Korean adults received at least one vaccine shot,” *Korea Herald*, October 5, 2021, [http:// www.koreaherald.com/ view.php? ud= 20211005000932](http://www.koreaherald.com/view.php?ud=20211005000932).
 32. Our World in Data, “Cumulative confirmed COVID- 19 deaths per million people,” [https:// ourworldindata.org/ explorers/ coronavirus- data- explorer ? zoomToSelection= true& facet= none& pickerSort= asc & pickerMetric= location& Interval= Cumulative& Relative+ to + Population= true& Color+ by+ test+ positivity= false& country = USA~GBR~KOR& Metric= Confirmed+ deaths](https://ourworldindata.org/explorers/coronavirus-data-explorer?zoomToSelection=true&facet=none&pickerSort=asc&pickerMetric=location&Interval=Cumulative&Relative+to+Population=true&Color+by+test+positivity=false&country=USA~GBR~KOR&Metric=Confirmed+deaths).
 33. Choe Sang- Hun, “Roh Moo- hyun, Ex- President of South Korea, Kills Himself,” *New York Times*, May 22, 2009, [https:// www.nytimes.com/ 2009/ 05/ 23/ world/ asia / 23korea.html](https://www.nytimes.com/2009/05/23/world/asia/23korea.html).
 34. Choe Sang- Hun, “‘I’m Sorry to Everyone’: In Death, South Korean Mayor Is Tainted by Scandal,” *New York Times*, July 10, 2020, [https:// www.nytimes.com/ 2020/ 07 / 10/ world/ asia/ seoul- mayor- dead.html](https://www.nytimes.com/2020/07/10/world/asia/seoul-mayor-dead.html).

35. Elise Hu, “The All- Work, No- Play Culture of South Korean Education,” NPR, April 15, 2015, [https:// www.npr.org/ sections/ parallels/ 2015/ 04/ 15 / 393939759/ the- all- work- no- play- culture- of- south- korean - education](https://www.npr.org/sections/parallels/2015/04/15/393939759/the-all-work-no-play-culture-of-south-korean-education).
36. Yonhap News, “Suicide remains leading cause of death for S. Korean teens, youths,” Korea Herald, April 27, 2020, [http:// www.koreaherald.com/ view.php? ud= 20200427000687](http://www.koreaherald.com/view.php?ud=20200427000687).

第 6 章

1. Susruthi Rajanala, Mayra B. C. Maymone, and Neelam A. Vashi, “Selfies— Living in the Era of Filtered Photographs,” *JAMA Facial Plastic Surgery* 20, no. 6 (2018): 443– 44.
2. “South Korea aims to become Asia’s new medical travel hub,” *Economic Times*, April 29, 2008, [https:// economictimes.indiatimes.com/ news / international/ south- korea- aims- to- become-asias- new- medical - travel- hub/ articleshow/ 2993434.cms](https://economictimes.indiatimes.com/news/international/south-korea-aims-to-become-asias-new-medical-travel-hub/articleshow/2993434.cms).
3. “2018 외국인환자 유치실적 통계분석보고서,” Korea Health Industry Development Institute, November 2019, [https:// www.khiss.go.kr/ board/ view? pageNum= 4& rowCnt= 10& no1= 502& linkId= 175529& menuId= MENU00308& schType= 0& schText=& boardStyle=& categoryId=& continent=& schStartChar=& schEndChar=& country=](https://www.khiss.go.kr/board/view?pageNum=4&rowCnt=10&no1=502&linkId=175529&menuId=MENU00308&schType=0&schText=&boardStyle=&categoryId=&continent=&schStartChar=&schEndChar=&country=).
4. “서울 방문 외국인환자 통계,” Seoul Tourism Organization, [https:// medical.visitseoul.net / business](https://medical.visitseoul.net/business).
5. Patricia Marx, “About Face,” *The New Yorker*, March 16, 2015, [https:// www.newyorker.com / magazine/ 2015/ 03/ 23/ about- face](https://www.newyorker.com/magazine/2015/03/23/about-face).
6. Alexandra Stevenson, “Plastic Surgery Tourism Brings Chinese to South Korea,” *New York Times*, December 23, 2014, [https:// www.nytimes.com/ 2014/ 12/ 24 / business/ international/ plastic- surgery- tourism- brings- chinese - to- south- korea.html](https://www.nytimes.com/2014/12/24/business/international/plastic-surgery-tourism-brings-chinese-to-south-korea.html).
7. Sharon Heijin Lee, “Beauty Between Empires: Global Feminism, Plastic Surgery, and the Trouble with Self- Esteem,” *Frontiers: A Journal of Women Studies* 37, no. 1 (2016), 18– 19.
8. “2019 외국인환자 유치실적 통계분석 보고서,” Korea Health Industry Development Institute, April 7, 2021, [https:// www.khidi.or.kr / board/ view? linkId= 48855161& menuId= MENU02186](https://www.khidi.or.kr/board/view?linkId=48855161&menuId=MENU02186).
9. Elise Hu, “In Seoul, a Plastic Surgery Capital, Residents Frown on Ads for Cosmetic Procedure,” NPR, February 5, 2018, [https:// www.npr.org/ sections/ parallels/ 2018/ 02 / 05/ 581765974/ in- seoul- a- plastic- surgery- capital- residents- frown - on- ads- for- cosmetic- procedure](https://www.npr.org/sections/parallels/2018/02/05/581765974/in-seoul-a-plastic-surgery-capital-residents-frown-on-ads-for-cosmetic-procedure).
10. Sanghoo Yoon and Young A. Kim, “Cosmetic Surgery and Self- Esteem in South Korea: A Systematic Review and Meta- Analysis,” *Aesthetic Plastic Surgery* 44, no. 1 (2020): 229–38.
11. International Society of Aesthetic Plastic Surgery, “ISAPS International Survey on Aesthetic Cosmetic Procedures, Performed in 2018,” [https:// www.isaps.org/ wp- content/ uploads/ 2019/ 12/](https://www.isaps.org/wp-content/uploads/2019/12/)

ISAPS- Global - Survey- Results- 2018- new.pdf, 32.

12. DiMoia, *Reconstructing Bodies*, 202.

13. 김희선, “어머니 25% “딸에게 성형수술 권한 적 있다,” 한경닷컴, October 1, 2007, <https://www.hankyung.com/news/article/2007100183898>.

14. “외모와 성형수술에 대한 인식,” Gallup Korea.

15. Hyunlye Kim, Young A. Kim, and Duckhee Chae, “Factors Affecting Acceptance of Cosmetic Surgery Among Undergraduate Students,” *Journal of the Korean Contents Association* 17, no. 1 (2017), 455– 64.

16. “외모와 성형수술에 대한 인식— 1994/ 2004/ 2015/ 2020 년” Gallup Korea, February 2, 2020, <https://www.gallup.co.kr/gallupdb/reportContent.asp?seqNo=1097>.

17. “외모와 성형수술에 대한 인식— 1994/ 2004/ 2015/ 2020 년” Gallup Korea, February 2, 2020, <https://www.gallup.co.kr/gallupdb/reportContent.asp?seqNo=1097>.

18. Marx, “About Face.”

19. 김한솔, “바비톡, 인기 있는 성형 조사 결과 ‘필러·보톡스’ 큰 비중 차지,” 인사이트, March 30, 2021, <https://www.insight.co.kr/news/331413>.

20. Harry S. Hwang and Jeffrey H. Spiegel, “The Effect of ‘Single’ vs. ‘Double’ Eyelids on the Perceived Attractiveness of Chinese Women,” *Aesthetic Surgery Journal* 34, no. 3 (2014), 374– 82.

21. Summer Kim Lee, “‘Don’t Touch Your Face,’ ” *Vice*, April 17, 2020, <https://www.vice.com/en/article/3a8gjb/korean-beauty-eui-jip-hwang-photography-new-visions>.

22. 송지혜, “수능 수험생 겨냥 ‘찜찜한’ 성형 상술,” *JoongAng*, November 18, 2010, <https://www.joongang.co.kr/article/4675049#home>.

23. Marx, “About Face.”

24. Lauren E. Riggs, “The Globalization of Cosmetic Surgery: Examining BRIC and Beyond,” unpublished master’s thesis, University of San Francisco, 2012, 180– 82.

25. Joanna Elfving- Hwang and Jane Park, “Deracializing Asian Australia? Cosmetic Surgery and the Question of Race in Australian Television,” *Continuum: Journal of Media & Cultural Studies* 30, no. 4 (2016), 397- 407.

26. Eric P. H. Li, Hyun Jeong Min, and Russell W. Belk, “Skin Lightening and Beauty in Four Asian Cultures,” in *Advances in Consumer Research*, vol. 35, ed. Angela Y. Lee and Dilip Soman (Duluth, MN: Association for Consumer Research), 444- 49.

27. Lee Hyo- won, “The Complex Culture and History Behind ‘K- beauty,’ ” *Nikkei Asia*, March 1, 2018, <https://asia.nikkei.com/NAR/Articles/The-complex-culture-and-history-behind-K-beauty>.

28. Yukio Shirakabe and Mia Shirakabe, “Pioneer Doctors Who Made the History of Japanese Aesthetic Surgery,” *Advances in Plastic & Reconstructive Surgery* 3, no. 3 (2019): 286– 90.

29. Shirakabe and Shirakabe, “Pioneer Doctors Who Made the History of Japanese Aesthetic Surgery.”

30. Kat Chow, “Is Beauty in the Eye(Lid) of the Beholder?” *NPR*, November 17, 2014, <https://www.npr.org/2014/11/17/364444400/is-beauty-in-the-eye-lid-of-the-beholder>.

www.npr.org/ sections/ codeswitch/ 2014/ 11/ 17/ 363841262 / is- beauty- in- the- eye- lid- of- the- beholder.

31. Kat Chow, “Is Beauty in the Eye(Lid) of the Beholder?”
32. Haiken, *Venus Envy*, 131–32. (하이켄, 『플라스틱・뷰티어』, 野中邦子訳, 平凡社, 1999 年)
33. DiMoia, *Reconstructing Bodies*, 180.
34. Laura Kurek, “Eyes Wide Cut: The American Origins of Korea’s Plastic Surgery Craze,” *Wilson Quarterly*, fall 2015, [https:// www.wilsonquarterly.com / quarterly/ transitions/ eyes- wide- cut- the- american- origins- of - koreas- plastic- surgery- craze](https://www.wilsonquarterly.com/quarterly/transitions/eyes-wide-cut-the-american-origins-of-koreas-plastic-surgery-craze).
35. DiMoia, *Reconstructing Bodies*, 178.
36. Kurek, “Eyes Wide Cut.”
37. D. Ralph Millard, “The Oriental Eyelid and Its Surgical Revision,” *American Journal of Ophthalmology* 57, no. 4 (1964), 646–49.
38. Kim, *Imperial Citizens*, 53; DiMoia, *Reconstructing Bodies*.
39. Yog Bae Kim, “The History and Future of Plastic and Reconstructive Surgery,” *Archives of Plastic Surgery* 42, no. 5 (2015): 515–16.
40. Steve Glain, “Cosmetic Surgery Goes Hand in Glove with the New Korea,” *Wall Street Journal*, November 23, 1993.
41. Elfving- Hwang, “The Body,” 280.
42. Glain, “Cosmetic Surgery.”
43. 정서희, “황신혜, 컴퓨터 미인은 다르네...시공간 멈춰버린 듯한 동안 비주얼,” SPOTV NEWS, December 17, 2021, [http:// www.spotvnews.co.kr / news/ articleView.html? idxno= 459970](http://www.spotvnews.co.kr/news/articleView.html?idxno=459970).
44. “외모와 성형수술에 대한 인식— 1994/ 2004/ 2015/ 2020 년,” Gallup Korea, February 2, 2020, [https:// www.gallup.co.kr / gallupdb/ reportContent.asp? seqNo= 1097](https://www.gallup.co.kr/gallupdb/reportContent.asp?seqNo=1097).
45. “The Body,” 280.
46. So Yeon Leem, “Gangnam- Style Plastic Surgery: The Science of Westernized Beauty in South Korea,” *Medical Anthropology* 36, no. 7 (2017): 657– 71.
47. 채성숙, “[트렌드모니터] 올해도 저마다의 ‘새해 계획’을 세우고, ‘운세’를 보는 사람들,” 매드타임즈, January 21, 2021, [http:// www.madtimes.org](http://www.madtimes.org).
48. Leem, “Gangnam- Style Plastic Surgery,” 658.
49. Marx, “About Face.”
50. Marx, “About Face.”
51. Widdows, *Perfect Me*, 5.
52. Cressida J. Heyes, “Cosmetic Surgery and the Televisual Makeover: A Foucauldian Feminist Reading,” *Feminist Media Studies* 7, no. 1 (2007): 17– 32.

53. David J. Castle, Roberta J. Honigman, and Katharine A. Phillips, “Does Cosmetic Surgery Improve Psychosocial Wellbeing?” *Medical Journal of Australia* 176, no. 12 (June 2002): 601– 604.
54. Tilmann von Soest, Ingela Lundin Kvalem, Helge E. Roald, and Knut C. Skolleborg, “The Effects of Cosmetic Surgery on Body Image, Self- Esteem, and Psychological Problems,” *Journal of Plastic, Reconstructive & Aesthetic Surgery* 62, no. 10 (2009): 1238– 44.
55. Melissa Dittmann, “Plastic Surgery: Beauty or Beast?” *Monitor on Psychology* 36, no. 8 (2005), [https:// r4dn.com/ what- is- the- monitor- on- psychology/](https://r4dn.com/what-is-the-monitor-on-psychology/).
56. Lembke, *Dopamine Nation*, 53– 54. (レンブケ、『ドーパミン中毒』、恩蔵絢子訳、新潮社、2022 年)
57. Brown, *Gifts of Imperfection*, 76. (ブラウン、『ネガティブな感情の魔法：「悩み」や「不安」を希望に変える 10 の方法』、本田健訳、三笠書房、2013 年)
58. シャロン・ヘジン・リーのインタビュー
59. Thomas Lemke, “Foucault, Governmentality, and Critique,” *Rethinking Marxism* 14, no. 3 (2002): 49– 64.

第 7 章

1. Jodi Melamed, “The Spirit of Neoliberalism: From Racial Liberalism to Neoliberal Multiculturalism,” *Social Text* 24, no. 4 ((89) winter 2006): 1– 24.
2. Kyle Chayka, “Welcome to Airspace: How Silicon Valley helps spread the same sterile aesthetic across the world,” *The Verge*, August 3, 2016, [https:// www.theverge.com/ 2016/ 8/ 3/ 12325104/ airbnb- aesthetic- global - minimalism- startup- gentrification](https://www.theverge.com/2016/8/3/12325104/airbnb-aesthetic-global-minimalism-startup-gentrification).
3. “The Instagram Face- Lift,” April 18, 2019, [https:// www.nytimes.com/ 2019/ 04/ 18/ opinion / instagram- celebrity- plastic- surgery.html](https://www.nytimes.com/2019/04/18/opinion/instagram-celebrity-plastic-surgery.html).
4. Joseph Kim, “The Changing Face of South Korea,” *Wall Street Journal*, September 24, 2014, [https:// www .wsj.com/ articles/ BL- KRTB- 6638](https://www.wsj.com/articles/BL-KRTB-6638).
5. Choe Sang- Hun, “South Korean Plastic Surgeons Help Northern Defectors Erase Their Scars,” *New York Times*, October 24, 2015, [https:// www.nytimes .com/ 2015/ 10/ 25/ world/ asia/ south- korean- plastic- surgeons- help - northern- defectors- erase- their- scars.html](https://www.nytimes.com/2015/10/25/world/asia/south-korean-plastic-surgeons-help-northern-defectors-erase-their-scars.html).
6. Neetzan Zimmerman, “Plastic Surgery Blamed for Making All Miss Korea Contestants Look Alike,” *Gawker*, April 25, 2013, [https:// www.gawker.com / plastic- surgery- blamed- for- making- all-miss- korea- contes - 480907455](https://www.gawker.com/plastic-surgery-blamed-for-making-all-miss-korea-contes-480907455).
7. Sharon Heijin Lee, “Beauty Between Empires: Global Feminism, Plastic Surgery, and the Trouble with Self- Esteem,” *Frontiers: A Journal of Women Studies* 37, no. 1 (2016), 1.
8. Dodai Stewart, “Plastic Surgery Means Many Beauty Queens, But Only One Kind of Face,” *Jezebel*, April 25, 2013, [https:// jezebel.com/ plastic- surgery- means- many- beauty - queens- but- only- one-](https://jezebel.com/plastic-surgery-means-many-beauty-queens-but-only-one-)

480929886.

9. Elfving- Hwang, “The Body,” 278.
10. Autumn Whitefield- Madrano, “Only Women Are Named Hope,” New Inquiry, June 22, 2016, [https:// thenewinquiry.com/ only- women- are- named- hope/](https://thenewinquiry.com/only-women-are-named-hope/).
11. Widdows, Perfect Me, 13, 25.
12. Marx, “About Face.”
13. 심은혜, “‘마스크 덕’에 늘어난 성형수술, 부작용 책임은 ‘누가,’” 우먼타임스, June 18, 2021, [https:// www.womentimes.co.kr/ news/ articleView .html? idxno= 52925](https://www.womentimes.co.kr/news/articleView.html?idxno=52925).
14. 민정혜, “성형수술 부작용 피해구제건수 3 배 ↑ 소비자원, 최근 5 년 자료 분석,” 데일리메디, June 18, 2013, [https:// www.dailymedi.com/ detail.php? number= 769547](https://www.dailymedi.com/detail.php?number=769547).
15. Rod J. Rohrich, Ira L. Savetsky, and Yash J. Avashia, “Assessing Cosmetic Surgery Safety: The Evolving Data,” Plastic and Reconstructive Surgery— Global Open 8, no. 5 (May 2020): e2643.
16. Timothy R. Coté, Aparna K. Mohan, Jacquelyn A. Polder, et al., “Botulinum Toxin Type A Injections: Adverse Events Reported to the US Food and Drug Administration in Therapeutic and Cosmetic Cases,” Journal of the American Academy of Dermatology 53, no. 3 (2005): 407– 15.
17. Nahman, “#45: Rage against self- checkout,” Maybe Baby, March 14, 2021, [https:// haleynahman.substack.com/ p/ 45- rage- against- self - checkout](https://haleynahman.substack.com/p/45-rage-against-self-checkout).
18. Widdows, Perfect Me, 126.
19. Widdows, Perfect Me, 150.
20. Girard, I See Satan Fall Like Lightning, 7– 18. (ジラール、『サタンが稲妻のように落ちるのが見える』、岩切正一郎訳、新教出版社、2008 年)
21. Girard, I See Satan Fall Like Lightning, 9.
22. “The Scapegoating Machine,” New Inquiry, November 30, 2016, [https:// thenewinquiry.com/ the- scapegoating- machine/](https://thenewinquiry.com/the-scapegoating-machine/).

第 8 章

1. OECD, “Non- Medical Determinants of Health: Body Weight,” [https:// stats.oecd.org / Index.aspx? DataSetCode= HEALTH_ STAT](https://stats.oecd.org/Index.aspx?DataSetCode=HEALTH_STAT).
2. Maxine Builder, “One Size Fits All in South Korea, As Long as That Size Is Small,” Racked, November 3, 2015, [https:// www.racked.com/ 2015/ 11/ 3/ 9645610/ south- korea - plus- size- women](https://www.racked.com/2015/11/3/9645610/south-korea-plus-size-women).
3. James Turnbull, “Revealing the Korean Body Politic, Part 3: Historical precedents for Korea’s modern beauty myth,” Grand Narrative, January 4, 2013, [https:// thegrandnarrative.com/ 2013/ 01/ 04/ y- line- y 라인- glamor - 글래머/](https://thegrandnarrative.com/2013/01/04/y-line-y라인-glamor-글래머/).
4. Stephen Epstein and Rachael M. Joo, “Multiple Exposures: Korean Bodies and the Transnational Imagination,” Asia- Pacific Journal 10, issue 33, no. 1 (2012), [https:// apjpf.org/ 2012/ 10/ 33/ Stephen-](https://apjpf.org/2012/10/33/Stephen-)

Epstein/ 3807/ article .

5. 장윤서, “한국인 보톡스 선호 부위 1 위 ‘사각턱,’” ChosunBiz, November 21, 2019, https://biz.chosun.com/site/data/html_dir/2019/11/21/2019112102497.html.
6. Epstein and Joo, “Multiple Exposures.”
7. Epstein and Joo, “Multiple Exposures.”
8. Epstein and Joo, “Multiple Exposures.”
9. Vivienne Leung, Kimmy Cheng, and Tommy Tse, “Insiders’ Views: The Current Practice of Using Celebrities in Marketing Communications in Greater China,” *Intercultural Communication Studies* 27, no. 1 (2018): 96–113.
10. John Seabrook, “Factory Girls,” *The New Yorker*, October 1, 2012, <https://www.newyorker.com/magazine/2012/10/08/factory-girls-2>.
11. Claire Lee, “Feminist novel becomes center of controversy in South Korea,” *Korea Herald*, March 27, 2018, <http://www.koreaherald.com/view.php?ud=20180327000799>.
12. Lisa Scott, Olivier Pascalis, and Charles Nelson, “A Domain- General Theory of the Development of Perceptual Discrimination,” *Current Directions in Psychological Science* 16, no. 4 (2007): 197–201.
13. “행복을 매칭하는 듀오, 결혼 기업 ‘부동의 1 위,’” *한경경제*, January 8, 2020, <https://www.hankyung.com/economy/article/2020010806381>.
14. Joo- hyun Cho, “Neoliberal Governmentality at Work: Post- IMF Korean Society and the Construction of Neoliberal Women,” *Korea Journal* 49, no. 3 (2009), 34.
15. 전승엽, 조현수, 주다빈, “ ‘살찌느니 죽겠어요’... 10 대 건강 위협하는 ‘프로아나 신드롬’ [이슈 킷],” *Yonhap News*, March 24, 2021, <https://www.yna.co.kr/view/AKR20210323128200797>.
16. 굿네이버스_ official, “[미디어 아동권리옹호 토론회] ‘미디어에도 어린이보호구역이 필요합니다,’” <https://www.youtube.com/watch?v=Gmn6ECexzZM>.
17. Won Ho- jung, “Park Bo- ram on way to being ‘Celepretty,’” *Korea Herald*, April 24, 2015, <http://www.koreaherald.com/view.php?ud=20150424000924>.
18. Stone Music Entertainment, “박보람 (Park Boram)— 예뻐졌다 (Feat. Zico of Block B) (BEAUTIFUL) MV,” August 7, 2014, <https://www.youtube.com/watch?v=uFogEwzH4a0>.
19. 송오정, “ ‘싫으니까’ 박보람, 직접 답한 신곡 인터뷰 공개...음원 발매와 동시 차트인,” *톱스타뉴스*, April 29, 2022, <https://www.topstarnews.net/news/articleView.html?idxno=652492>.
20. “Park Bo Ram Promotes Healthy Life Style with ‘Super Body’ MV,” *Soompi*, May 15, 2015, <https://www.soompi.com/article/731929wpp/park-bo-ram-promotes-healthy-life-style-with-super-body-mv>.
21. “Koreans Overdose on Diet Pills,” *Chosun Ilbo*, March 27, 2010, <http://english.chosun.com/site>

/ data/ html_ dir/ 2010/ 03/ 27/ 2010032700362.html.

22. “청소년건강행태온라인조사 제 13 차(2017) 주요결과,” 질병관리본부 질병예방센터 건강영양조사과, November 2, 2017, [https:// www.moe.go.kr / boardCnts/ view.do? boardID= 294& boardSeq= 72430& lev= 0 & searchType= null& statusYN= C& page= 37& s= moe& m= 050201 & opType= N](https://www.moe.go.kr/boardCnts/view.do?boardID=294&boardSeq=72430&lev=0&searchType=null&statusYN=C&page=37&s=moe&m=050201&opType=N); 김수진, “그것이 알고싶다, ‘나비약과 뼈말라죽’ 편 봉송,” 스타뉴스, October 23, 2021, [https:// m.star.mt.co.kr/ view.html? no = 2021102221333751380& ref=](https://m.star.mt.co.kr/view.html?no=2021102221333751380&ref=); 김소연, “‘몸에서 쿵알탄 터지는 느낌’... 식욕억제제 ‘나비약’ 부작용 고백한 배우,” 스타투데이, October 24, 2021, [https:// www.mk.co.kr/ star/ hot- issues/ view / 2021/ 10/ 1006009/](https://www.mk.co.kr/star/hot-issues/view/2021/10/1006009/); 이슬비, 식약처 “식욕억제제는 의존성 있는 마약류,” 헬스조선, January 27, 2021, [https:// m.health.chosun.com / svc/ news_ view.html? contid= 2021012701122](https://m.health.chosun.com/svc/news_view.html?contid=2021012701122).

23. 우정현, “[2021 국감]남인순 의원 “마약류 식욕억제제 오남용 심각”... 마약관리 인력 확충하고 ‘마약류통합관리시스템 사후관리’ 강화해야,” 메디컬헤럴드, October 20, 2021, [http:// www .mediherald.com/ news/ articleView.html? idxno= 66053](http://www.mediherald.com/news/articleView.html?idxno=66053).

24. Hyun- Sic Jo, Sheng- Min Wang, and Jung Jin Kim, “Recurrent Psychosis After Phentermine Administration in a Young Female: A Case Report,” *Clinical Psychopharmacology and Neuroscience* 17, no. 1 (2019): 130– 33, [https:// www.cpn.or.kr/ journal/ view.html? doi= 10.9758/ cpn .2019.17.1.130](https://www.cpn.or.kr/journal/view.html?doi=10.9758/cpn.2019.17.1.130).

25. Marlene Cimon, “2 Diet Drugs Tied to Heart Problems Taken Off Market,” *Los Angeles Times*, September 16, 1997, [https:// www.latimes.com / archives/ la- xpm- 1997- sep- 16- mn- 32755- story.html](https://www.latimes.com/archives/la-xpm-1997-sep-16-mn-32755-story.html); Gina Kolata, “How Fen- Phen, a Diet ‘Miracle,’ Rose and Fell,” *New York Times*, September 23, 1997, [https:// www.nytimes.com/ 1997/ 09/ 23 / science/ how- fen- phen- a- diet- miracle- rose- and- fell.html](https://www.nytimes.com/1997/09/23/science/how-fen-phen-a-diet-miracle-rose-and-fell.html).

26. Kwak Sung- sun, “3.3 million Koreans took psychotropic appetite suppressants last year,” *Korea Biomedical Review*, February 19, 2021, [http:// www.koreabiomed.com/ news/ articleView.html? idxno= 10484](http://www.koreabiomed.com/news/articleView.html?idxno=10484).

27. Ji- Ae Yun, Wu- Ri Park, Je- Chun Yu, and Kyeong- Sook Choi, “A Case of Phendimetrazine- Induced Psychotic Disorder and Dependence,” *Journal of Korean Neuropsychiatric Association* 52, no. 5 (September 2013): 402– 5.

28. “의료용 마약류 식욕억제제 온라인에서 판매, 구매 모두 안돼요!,” 식품의약품안전처, November 25, 2021, [https:// www .mfds.go.kr/ brd/ m_ 99/ view.do? seq= 45949& srchFr=& srchTo =& srchWord=& srchTp=& itm_ seq_ 1= 0& itm_ seq_ 2= 0& multi_ itm_ seq= 0& company_ cd=& company_ nm=& page= 7](https://www.mfds.go.kr/brd/m_99/view.do?seq=45949&srchFr=&srchTo=&srchWord=&srchTp=&itm_seq_1=0&itm_seq_2=0&multi_itm_seq=0&company_cd=&company_nm=&page=7).

29. “마약류 관리에 관한 법률 일부개정법률안,” 의안정보시스템, July 1, 2021, [http:// likms.assembly.go.kr/ bill/ billDetail.do? billId= PRC _ B2Z1O0T6A1J0X1T3Y4D7A3Y5P7K6U3](http://likms.assembly.go.kr/bill/billDetail.do?billId=PRC_B2Z1O0T6A1J0X1T3Y4D7A3Y5P7K6U3).

30. 정춘숙, “[보도자료] 정춘숙 의원, ‘항정약 처방전 거짓 기재 처벌’ 마약류관리법 개정안 발의,” Naver Blog, July 8, 2021, [https:// blog.naver.com/ chounsook _ jung/ 222424591703](https://blog.naver.com/chounsook_jung/222424591703).

31. Kathleen Pike and Patricia Dunne, "The Rise of Eating Disorders in Asia: A Review," *Journal of Eating Disorders* 3 (2015): 33, <https://jeatdisord.biomedcentral.com/articles/10.1186/s40337-015-0070-2>.
32. Jan Jindy Pettman, "Gendering Globalization in Asia Through Miracle and Crisis," *Gender, Technology and Development* 7, no. 2 (2003): 171–87.
33. Pike and Dunne, "Rise of Eating Disorders."
34. Peter Marcotullio, "Asian Urban Sustainability in the Era of Globalization," *Habitat International* 25, no. 4 (2001): 577–98.
35. Marcotullio, "Asian Urban Sustainability in the Era of Globalization," 581.
36. Safia Jackson, Pamela Keel, and Young Ho Lee, "Trans- Cultural Comparison of Disordered Eating in Korean Women," *International Journal of Eating Disorders* 39, no. 6 (2006): 498–502.
37. Jaehee Jung and Gordon Forbes, "Body Dissatisfaction and Disordered Eating Among College Women in China, South Korea, and the United States: Contrasting Predictions from Sociocultural and Feminist Theories," *Psychology of Women Quarterly* 31, no. 4 (2007): 381–93.
38. Sung Il Park, Young Gyu Cho, Jae Heon Kang, et al., "Sociodemographic Characteristics of Underweight Korean Adults: Korea National Health and Nutrition Examination Survey, 2007–2010," *Korean Journal of Family Medicine* 34, no. 6 (2013): 385–92.
39. Sung Il Park, Young Gyu Cho, Jae Heon Kang, et al., "Sociodemographic Characteristics of Underweight Korean Adults."
40. Tess Hellgren, "Explaining Underweight BMI and Body Dissatisfaction Among Young Korean Women," unpublished research paper, Harvard University, 2011, archived at https://web.archive.org/web/20210513151849/http://expose.fas.harvard.edu/issues/issue_2012/hellgren.html.
41. Yang Hyunsoo, "Gender equality: Korea has come a long way, but there is more work to do," OECD, October 25, 2021, <https://www.oecd.org/country/korea/thematic-focus/gender-equality-korea-has-come-a-long-way-but-there-is-more-work-to-do-8bb81613/>.
42. Penny, *Sexual Revolution*, 142.
43. Summarized in Jung and Forbes, "Body Dissatisfaction."
44. Jung and Forbes, "Body Dissatisfaction."
45. Jaehee Jung and Seung-Hee Lee, "Cross- Cultural Comparisons of Appearance Self- Schema, Body Image, Self- Esteem, and Dieting Behavior Between Korean and U.S. Women," *Family and Consumer Sciences Research Journal* 34, no. 4 (2006): 350–65; "internal states from external expectations": Jackson et al., "Trans- Cultural Comparison of Disordered Eating," 500.
46. Woo Mee Park, "Comparative Study on the Satisfaction with and Perception About Their Bodies by Korean and American Female Students," *Journal of the Korean Society of Clothing and Textiles* 24, no. 5 (2000): 736–47.
47. Jon Arcelus, Michelle Haslam, Claire Farrow, and Caroline Meyer, "The Role of Interpersonal

Functioning in the Maintenance of Eating Psychopathology: A Systematic Review and Testable Model,” *Clinical Psychology Review* 33, no. 1 (2013): 156– 67.

48. 신지후 and 이우진, “살찐 게 죄?” 어딜가든 마주치는 한국인의 비만 혐오,” *Hankook Ilbo*, May 19, 2018, [https:// www.hankookilbo.com/ News/ Read / 201805181414793690](https://www.hankookilbo.com/News/Read/201805181414793690).

49. 신지후 and 이우진, “회사 · 식당 어딜가든 뼈딱한 시선 ...”살찐게 죄인가요?, ” *Hankook Ilbo*, March 6, 2018, [https:// www.hankookilbo.com/ News/ Read / 201803060444108118](https://www.hankookilbo.com/News/Read/201803060444108118).

50. 国際放送局のアリランテレビ: Epstein and Joo, “Multiple Exposures.”

51. Epstein and Joo, “Multiple Exposures.”

52. “Sulli is officially the most Googled person in Korea this year,” *KPopLove*, December 14, 2017, [https:// kpoplove.koreadaily.com/ sulli- most- googled- korea/](https://kpoplove.koreadaily.com/sulli-most-googled-korea/).

53. Haeryun Kang, “How a K- pop star’s death reveals the truth about our society,” *Washington Post*, October 15, 2019, <https://www.washingtonpost.com/opinions/2019/10/15/how-k-pop-stars-death-reveals-truth-about-our-society/>.

54. Jacey Fortin, “Sulli, South Korean K- Pop Star and Actress, Is Found Dead,” *New York Times*, October 14, 2019, [https:// www.nytimes.com/ 2019/ 10/ 14/ arts/ music/ sulli - dead.html](https://www.nytimes.com/2019/10/14/arts/music/sulli-dead.html).

55. Louise Oualid, “Cyber Bullying: K- Pop singer Sulli’s social homicide,” *The Forum*, January 1, 2020, [http:// www.theforumcuf.com/ news/ articleView .html? idxno= 218](http://www.theforumcuf.com/news/articleView.html?idxno=218).

56. Cho Joo-hyun, “Neoliberal Governmentality at Work: Post- IMF Korean Society and the Construction of Neoliberal Women,” *Korea Journal* 49, no. 3 (2009), 16.

57. T. K. Park and Youngdae Dim, “How Blackpink, Red Velvet, and More Are Redefining Womanhood in K- pop,” *MTV News*, June 6, 2019.

58. *Widdows, Perfect Me*, 60.

59. Nichola Rumsey, “The challenges of living with an unusual appearance: What do we know, why don’t we know more and where do we go from here?” *AboutFace*, May 19, 2020, [https:// aboutfaceyork.com/ 2020/ 05 / the- challenges- of- living- with- an- unusual- appearance/](https://aboutfaceyork.com/2020/05/the-challenges-of-living-with-an-unusual-appearance/).

60. Anne Helen Petersen, “The Millennial Vernacular of Fatphobia,” *Culture Study*, May 23, 2021, [https:// annehelen.substack.com/ p/ the- millennial- vernacular- of - fatphobi](https://annehelen.substack.com/p/the-millennial-vernacular-of-fatphobi).

61. Dianne Neumark- Sztainer, Susan Paxton, Peter Hannan, et al., “Does Body Satisfaction Matter? Five- Year Longitudinal Associations Between Body Satisfaction and Health Behaviors in Adolescent Females and Males,” *Journal of Adolescent Health* 39, no. 2 (2006): 244– 51.

62. Sandra Aamodt, “Why dieting doesn’t usually work,” *TED*, June 2013, [https:// www.ted.com/ talks / sandra_ aamodt_ why_ dieting_ doesn_ t_ usually_ work? referrer = playlist- the_ logic_ of_ loving_ yourself](https://www.ted.com/talks/sandra_aamodt_why_dieting_doesn_t_usually_work?referrer=playlist-the_logic_of_loving_yourself).

63. “Global Weight Loss Products and Services Market Report 2021: A \$377.3 Billion Market by 2026 with 8% CAGR Forecast During 2021– 2026,” *ResearchAndMarkets.com* news release, July 30, 2021, [https:// www.businesswire.com/ news/ home/ 20210730005355/ en / Global- Weight- Loss-](https://www.businesswire.com/news/home/20210730005355/en/Global-Weight-Loss-)

Products- and- Services- Market- Report- 2021 - A- 377.3- Billion- Market- by- 2026- with- 8- CAGR- Forecast- During - 2021- 2026— - ResearchAndMarkets.com.

64. Bae Guk nam, “Controversy About Son Ye- jin’s Body: What Is the Problem?” Entermedia, July 2, 2012, translated at [https:// thegrandnarrative .com/ 2012/ 07/ 04/ korean- media- male- gaze- son- ye- jin/](https://thegrandnarrative.com/2012/07/04/korean-media-male-gaze-son-ye-jin/).

第 9 章

1. Seulki Lee, “ ‘Escaping the corset,’ ” Taipei Times, February 20, 2019, [https:// www.taipetimes.com / News/ feat/ archives/ 2019/ 02/ 20/ 2003710047](https://www.taipetimes.com / News/ feat/ archives/ 2019/ 02/ 20/ 2003710047).

2. “Kim Jong Un’s 2018 New Year’s Address,” National Committee on North Korea, January 1, 2018, [https:// www.ncnk.org/ node/ 1427](https://www.ncnk.org/ node/ 1427).

3. Choe Sang- Hun, “North Korea to Send Olympic Athletes to South Korea, in Breakthrough,” New York Times, January 8, 2018, <https:// www.nytimes.com/ 2018/ 01 / 08/ world/ asia/ north- korea- south- olympics- border- talks.html>.

4. Choe Sang- Hun, “North and South Korean Teams to March as One at Olympics,” New York Times, January 17, 2018, <https:// www.nytimes.com/ 2018/ 01/ 17/ world/ asia/ north - south- korea- olympics.html>.

5. Motoko Rich, “Olympics Open with Koreas Marching Together, Offering Hope for Peace,” New York Times, February 9, 2018, <https:// www.nytimes.com/ 2018 / 02/ 09/ world/ asia/ olympics- opening- ceremony- north- korea.html>.

6. Steven Lee Myers and Jane Perlez, “Kim Jong- un Met with Xi Jinping in Secret Beijing Visit,” New York Times, March 27, 2018, <https:// www.nytimes.com/ 2018/ 03/ 27/ world/ asia / kim- jong- un- china- north- korea.html>; James Reinl, “The fragile diplomatic dance between US and North Korea,” Al Jazeera, September 21, 2018, <https:// www.aljazeera.com/ news/ 2018/ 9/ 21 / the- fragile- diplomatic- dance- between- us- and- north- korea>.

7. David E. Sanger and Choe Sang- Hun, “Korea Talks Begin as Kim Jong- un Crosses to South’s Side of DMZ,” New York Times, April 26, 2018, <https:// www.nytimes.com/ 2018/ 04/ 26 / world/ asia/ korea- kim- moon- summit.html>.

8. E. Tammy Kim, “#KoreaToo,” New York Review of Books, March 7, 2019, <https:// www.nybooks.com / articles/ 2019/ 03/ 07/ koreatoo/>.

9. Claire Lee, “Largest ever women’s rally protests spy- cam pornography,” Korea Herald, May 20, 2018, <http:// www.koreaherald.com/ view.php? ud= 20180520000165>.

10. Steven Borowiec, “A woman’s slaying in Seoul’s tony Gangnam district stirs emotions in South Korea,” Los Angeles Times, May 21, 2016, <https:// www.latimes.com / world/ asia/ la- fg- south- korea- woman- killed- 20160521- snap- story .html>.

11. 임정요, “Murder suspect admits he is misogynist,” Korea Herald, May 18, 2016, <http://www.koreaherald.com/view.php?ud=20160518000866>.
12. Ock Hyun-ju, “Gangnam murder was not a hate crime: police,” Korea Herald, May 22, 2016, <http://www.koreaherald.com/view.php?ud=20160522000287>.
13. Elise Hu, “Violent Crimes Prompt Soul- Searching in Korea About Treatment of Women,” NPR, July 6, 2016, <https://www.npr.org/sections/parallels/2016/07/06/484135201/violent-crimes-prompt-soul-searching-in-korea-about-treatment-of-women>.
14. Farz Edraki, “Escape the corset,” ABC News (Australia), December 20, 2019, <https://www.abc.net.au/news/2019-12-20/south-korean-women-escape-the-corset/11611180>.
15. Hu, “Violent Crimes Prompt Soul- Searching.”
16. Kim, “#KoreaToo.”
17. Lee Kyung-min, “Renowned play director resigns over #MeToo claim,” Korea Times, February 19, 2018, http://www.koreatimes.co.kr/www/nation/2018/02/113_244348.html.
18. Kim Jae-heun, “Poet Ko Un to leave Suwon,” Korea Times, February 18, 2018, http://www.koreatimes.co.kr/www/nation/2018/02/113_244348.html.
19. Choe Sang-Hun, “Korean Political Star Falls as #MeToo Campaign Grows,” New York Times, March 5, 2018, <https://www.nytimes.com/2018/03/05/world/asia/me-too-south-korea-ahn-hee-jung.html>.
20. “South Korean women protest in Seoul over hidden sex cameras,” BBC, July 7, 2018, <https://www.bbc.com/news/world-asia-44751327>.
21. “South Korean women protest in Seoul.”
22. Laura Bicker, “South Korea’s spy cam porn epidemic,” August 3, 2018, <https://www.bbc.com/news/world-asia-45040968>.
23. Bicker, “South Korea’s spy cam porn epidemic.”
24. “School principal arrested for allegedly installing hidden camera in women’s bathroom,” Yonhap, October 29, 2021, https://www.koreatimes.co.kr/www/nation/2021/10/251_317883.html?fl.
25. Josh Taylor, “South Korea: woman reportedly kills herself after being secretly filmed by doctor,” The Guardian, October 1, 2019, <https://www.theguardian.com/world/2019/oct/02/south-korea-woman-kills-herself-after-being-secretly-filmed-by-doctor-reports>.
26. Haeryun Kang, “My Life Isn’t Your Porn: Why South Korean Women Protest,” Korea Exposé, June 10, 2018, <https://www.koreaexpose.com/south-koreas-biggest-womens-protest-in-history-is-against-spycam-porn/>.
27. 위성옥, “폰에 ‘무더기 몰카’ 교사, 年 2000 명 찾는 수련원서도 일했다,” JoongAng, July 9, 2020, <https://n.news.naver.com/mnews/article/025/0003016243?sid=102>; 김민기, “女 기숙사·화장실서 116 명 찍었다...그 몰카 교사에겐 700 개 파일,” 조선일보, July 29, 2021, https://www.chosun.com/national/national_general/2021/07/29/HXYQZZJ4RJFZNNDFEOMA

JFFREM/.

28. Josh Taylor, “South Korea: woman reportedly kills herself”; 임현정, “여성환자 진료중 ‘최대한 안 보겠다’던 의사... 몰카 찍었다,” 머니투데이, December 1, 2021, <https://news.mt.co.kr/mtview.php?no=2021100110212346574>.
29. 박효주, “‘여성 몰카 123 회’ 보건소 공무원 ‘집유’...”코로나 스트레스,” 머니투데이, May 3, 2022, <https://news.mt.co.kr/mtview.php?no=2022050314205733185>; 신진호, “구청 화장실에 몰카, 동료 여직원도 찍은 9 급 공무원의 최후,” JoongAng, November 13, 2020, <https://www.joongang.co.kr/article/23919820#home>; 이기진, “‘2 시간 일찍 출근, 성실한줄 알았는데’... 화장실 몰카 공무원 집유,” 동아일보, February 10, 2021, <https://www.donga.com/news/Society/article/all/20210210/105372504/1>.
30. Claire Lee, “‘Isu station’ assault case triggers online gender war in South Korea,” Korea Herald, November 18, 2018, <http://www.koreaherald.com/view.php?ud=20181118000177>.
31. Heather Barr, “‘My Life Is Not Your Porn,’ ” Human Rights Watch, June 16, 2019, <https://www.hrw.org/report/2021/06/16/my-life-not-your-porn/digital-sex-crimes-south-korea>.
32. Haeryun Kang, “The First Rally Against South Korea’s Spycam Porn Epidemic,” Korea Exposé, May 22, 2018, <https://koreaexpose.com/south-korea-spycam-porn-epidemic/>.
33. Heather Barr, “‘My Life Is Not Your Porn.’ ”
34. Haeryun Kang, “My Life Isn’t Your Porn.”
35. Daniel Victor, “Erin Andrews Awarded \$55 Million in Lawsuit Over Nude Video at Hotel,” New York Times, March 7, 2016, <https://www.nytimes.com/2016/03/08/business/media/erin-andrews-awarded-55-million-in-lawsuit-over-nude-video-at-hotel.html>.
36. “S. Korean woman given rare jail term for spycam crime,” Agence France- Presse, August 13, 2018, <https://www.yahoo.com/news/korean-woman-given-rare-jail-term-spycam-crime-053313799.html>.
37. Korea Exposé, Twitter post, May 21, 2018, 12:36 p.m., <https://twitter.com/KoreaExpose/status/998543028406009858>.
38. E. Tammy Kim, “#KoreaToo.”
39. Chung, “South Korean women’s movement,” 70.
40. 계이했어요, Twitter post, July 31, 2018, 1:13 p.m., <https://twitter.com/COICCC/status/1024281784232501248>.
41. Lina bae, “I am not pretty” (video), June 4, 2018, <https://www.youtube.com/watch?v=Zq51xKG-hyU> (no longer available as of May 4, 2022).
42. Sophie Jeong, “Escape the corset: How South Koreans are pushing back against beauty standards,” CNN, January 12, 2019, <https://www.cnn.com/style/article/south-korea-escape-the-corset-intl/index.html>; Laura Bicker, “Why women in South Korea are cutting ‘the corset,’” BBC, December 10, 2018, <https://www.bbc.com/news/worldasia-46478449>.

43. Anthony Kuhn, "South Korean Women 'Escape the Corset' and Reject Their Country's Beauty Ideals," NPR, May 6, 2019, [https:// www.npr.org/ 2019/ 05/ 06 / 703749983/ south- korean- women- escape- the- corset- and- reject - their- countrys- beauty- ideals](https://www.npr.org/2019/05/06/703749983/south-korean-women-escape-the-corset-and-reject-their-countrys-beauty-ideals).
44. Beh Lih Yi, "No sex, no babies: South Korea's emerging feminists reject marriage," Reuters, January 19, 2020, [https:// www.reuters.com/ article / us- southkorea- women- rights/ no- sex- no- babies- south- koreas - emerging- feminists- reject- marriage- idUSKBN1ZJ02Z](https://www.reuters.com/article/us-southkorea-women-rights/no-sex-no-babies-south-koreas-emerging-feminists-reject-marriage-idUSKBN1ZJ02Z).
45. "S. Korea's total fertility rate hits record low of 0.92 in 2019," Yonhap, August 26, 2020, [http:// www .koreaherald.com/ view.php? ud= 20200826000726](http://www.koreaherald.com/view.php?ud=20200826000726).
46. "South Korea's fertility rate falls to lowest in the world," Reuters, February 24, 2021, [https:// www .reuters.com/ article/ us- southkorea- fertility-rate/ south- koreas - fertility- rate- falls- to- lowest- in- the- world- idUSKBN2AO0UH](https://www.reuters.com/article/us-southkorea-fertility-rate/south-koreas-fertility-rate-falls-to-lowest-in-the-world-idUSKBN2AO0UH).
47. Kim Dong-seop, "Koreans 'to Become Extinct in 2750,'" Chosun Ilbo, August 25, 2014, [http:// english.chosun.com/ site/ data/ html_ dir/ 2014/ 08/ 25 / 2014082500859.html?_ ga= 1.138289013.437630734.1408766762](http://english.chosun.com/site/data/html_dir/2014/08/25/2014082500859.html?_ga=1.138289013.437630734.1408766762).
48. Claire Lee, "'Isu station' assault case triggers online gender war in South Korea."
49. "Why are South Korean politicians shaving their heads?" BBC, September 17, 2019, [https:// www.bbc.com/ news/ world- asia- 49723871](https://www.bbc.com/news/world-asia-49723871).
50. Elise Hu, "A Year After Ferry Disaster, South Koreans Await Answers," NPR, April 15, 2015, [https:// www .npr.org/ sections/ parallels/ 2015/ 04/ 15/ 398214127/ a- year- after - deadly- ferry- disaster- s- koreans- still- awaiting- answers](https://www.npr.org/sections/parallels/2015/04/15/398214127/a-year-after-deadly-ferry-disaster-s-koreans-still-awaiting-answers).
51. Jing Yu Young, "She just won her third gold medal in Tokyo. Detractors in South Korea are criticizing her haircut," New York Times, July 30, 2021, [https:// www.nytimes.com/ 2021/ 07/ 30/ sports/ olympics/ an- san- hair.html](https://www.nytimes.com/2021/07/30/sports/olympics/an-san-hair.html).
52. पे・ギョヒョン의 인터뷰
53. "Joint Letter to South Korea's National Assembly Calling for the Immediate Passage of a Comprehensive Anti-Discrimination Law," Human Rights Watch, December 20, 2021, [https:// www.hrw.org/ news/ 2021/ 12/ 20 / joint- letter- south- koreas- national- assembly- calling- immediate - passage- comprehensive](https://www.hrw.org/news/2021/12/20/joint-letter-south-koreas-national-assembly-calling-immediate-passage-comprehensive).
54. Andrew Flores, Ian Meyer, Lynn Langton, and Jody Herman, "Gender Identity Disparities in Criminal Victimization," Williams Institute, March 2021, [https:// williamsinstitute.law.ucla.edu/ publications/ ncvs- trans - victimization/](https://williamsinstitute.law.ucla.edu/publications/ncvs-trans-victimization/).
55. 서영빈, "92년생, 82년생, 72년생, 62년생, 52년생 김지영," 통계데이터센터, August 10, 2020.
56. Isabella Steger, "An epic battle between feminism and deep-seated misogyny is under way in South Korea," Quartz, October 23, 2016, [https:// qz.com/ 801067 / an- epic- battle- between- feminism- and- deep- seated- misogyny- is - under- way- in- south- korea/](https://qz.com/801067/an-epic-battle-between-feminism-and-deep-seated-misogyny-is-under-way-in-south-korea/).

57. Yoongjung Seo, “South Korea to legalize abortion after 66- year ban,” CNN, April 11, 2019, [https:// www.cnn.com/ 2019/ 04/ 11/ health/ south- korea- abortion- ban - ruling- intl/ index.html](https://www.cnn.com/2019/04/11/health/south-korea-abortion-ban-ruling-intl/index.html).
58. “Dungeons and dimples: how to speak K- pop,” The Economist, August 12, 2021, [https:// www.economist .com/ 1843/ 2021/ 08/ 12/ dungeons- and- dimples- how- to- speak- k- pop](https://www.economist.com/1843/2021/08/12/dungeons-and-dimples-how-to-speak-k-pop).
59. Alexandra Alter, “Just an Average Woman. That’s the Savage Point,” New York Times, April 10, 2020.
60. Elise Hu, “South Korean Bestseller ‘Kim Jiyoung, Born 1982’ Gives Public Voice to Private Pain,” NPR, April 19, 2020, [https:// www.npr.org/ 2020/ 04 / 19/ 835486224/ south- korean- bestseller- kim- jiyoung- born- 1982 - gives- public- voice- to- private- pain](https://www.npr.org/2020/04/19/835486224/south-korean-bestseller-kim-jiyoung-born-1982-gives-public-voice-to-private-pain).
61. Kim Yon- se, “High youth unemployment continues during Moon’s term,” Korea Herald, April 22, 2021, [http:// www.koreaherald.com/ view.php? ud= 20210422000380](http://www.koreaherald.com/view.php?ud=20210422000380).
62. OECD, Gender wage gap (indicator), [https:// data.oecd.org/ earnwage/ gender- wage- gap.htm](https://data.oecd.org/earnwage/gender-wage-gap.htm), accessed on May 5, 2022.
63. “Boards appointing women as new law requires diversity,” JoongAng Daily, March 8, 2021, [https:// koreajoongangdaily.joins.com/ 2021/ 03/ 08/ business / industry/ women- female- women- power/ 20210308194700337.html](https://koreajoongangdaily.joins.com/2021/03/08/business/industry/women-female-women-power/20210308194700337.html).
64. World Bank, “Proportion of seats held by women in national parliaments (%),” [https:// data .worldbank.org/ indicator/ SG.GEN.PARL.ZS](https://data.worldbank.org/indicator/SG.GEN.PARL.ZS), accessed on May 5, 2022.
65. “Secure society for women,” Korea Times, September 6, 2021, [https:// www.koreatimes .co.kr/ www/ opinion/ 2021/ 11/ 202_ 315104.html](https://www.koreatimes.co.kr/www/opinion/2021/11/202_315104.html).
66. Choe Sang- Hun, “The New Political Cry in South Korea: ‘Out with Man Haters,’ ” New York Times, January 1, 2022, [https:// www.nytimes .com/ 2022/ 01/ 01/ world/ asia/ south- korea- men- anti- feminists.html](https://www.nytimes.com/2022/01/01/world/asia/south-korea-men-anti-feminists.html).
67. Hawon Jung, “A vicious anti- feminist backlash stuns South Korea,” Globe & Mail, January 22, 2022, [https:// www.theglobeandmail.com/ opinion/ article- a- vicious- anti - feminist- backlash- stuns- south- korea/](https://www.theglobeandmail.com/opinion/article-a-vicious-anti-feminist-backlash-stuns-south-korea/).
68. Jung, “A vicious anti- feminist backlash stuns South Korea.”
69. Darcie Draudt, “The South Korean Election’s Gender Conflict and the Future of Women Voters,” Council on Foreign Relations, February 8, 2022, [https:// www.cfr.org/ blog/ south- korean - elections- gender- conflict- and- future- women- voters](https://www.cfr.org/blog/south-korean-elections-gender-conflict-and-future-women-voters).
70. Jo He- rim, “Feminism is one aspect of humanism, Yoon says,” Korea Herald, March 3, 2022, [http:// www.koreaherald.com/ view.php? ud= 20220302001019](http://www.koreaherald.com/view.php?ud=20220302001019).
71. Yim Hyun- su, “Once neglected, young women emerge as an important voting bloc,” Korea Herald, March 6, 2022, [http:// www.koreaherald.com/ view.php? ud= 20220306000064](http://www.koreaherald.com/view.php?ud=20220306000064).
72. 이서희, “2050 여성은 이제명예, 2030 남성은 윤석열에 쏠렸다,” 한국일보, March 9, 2022, [https:// m.hankookilbo.com/ News/ ReadA2022030917160002669](https://m.hankookilbo.com/News/ReadA2022030917160002669); Victoria Kim, “What’s size

got to do with it? Mocking a man's manhood spurs a reverse #MeToo in South Korea," Los Angeles Times, June 11, 2021, <https://www.latimes.com/world-nation/story/2021-06-11/whats-size-got-to-do-with-it-the-pinching-hand-anti-feminist-backlash-drive-up-the-fever-pitch-of-south-koreas-gender-wars>.

73. Youngmi Kim, "After reading The Bronze Garden by Young-Mi Choi," Edinburgh Forum on Korea, <https://blogs.ed.ac.uk/edinburghforumonkorea/young-mi-choi/>.

第 10 章

1. 김주덕, "초등학생들의 화장품 사용 실태에 관한 연구," 예술인문사회 융합 멀티미디어 논문지 7, no. 5 (2017), 381–93.
2. 김・ジュダクのインタビュー
3. 전민희, "'나만 화장 안 해 왕따됐어' 초 2 딸 어떻게 할까요," JoongAng, May 6, 2019, <https://www.joongang.co.kr/article/23459382>.
4. Min Joo Kim and Simon Denyer, "Lipstick in kindergarten? South Korea's K-beauty industry now targets those barely able to read," Washington Post, February 16, 2019, https://www.washingtonpost.com/world/asia_pacific/lipstick-in-kindergarten-south-koreas-k-beauty-industry-now-aims-for-the-super-young/2019/02/14/af02c6d0-136d-11e9-ab79-30cd4f7926f2_story.html; Chiyeon interview.
5. 김자매, Twitter post, January 19, 2019, 5:30 p.m., https://twitter.com/12345678____9/status/1086677413319168002.
6. Lime Tube[라임튜브], "엄마처럼 화장하고 싶어요! 파랑마법사 매니큐어와 립크레용 어린이 화장품을 선물해 주세요 |프린세스 핑크 공주 화장놀이 LimeTube & Toy 라임튜브" (video), April 21, 2017, <https://www.youtube.com/watch?v=Wiff4D1Gjv0>.
7. Lee, "Introduction."
8. Jieun Choi, "The K-beauty Nation Begins to Question Its Obsession with Beauty," Korea Exposé, November 16, 2018, <https://koreaexpose.com/south-korean-women-question-beauty-obsession-remove-corset/>.
9. Claire Lee, "How teen feminism is changing school uniforms in South Korea," Korea Herald, October 21, 2018, <http://www.koreaherald.com/view.php?ud=20181021000211>.
10. Lee, "How teen feminism is changing school uniforms in South Korea."
11. Lee, "How teen feminism is changing school uniforms in South Korea."
12. Widdows, Perfect Me, 64–65.

第 11 章

1. Euromonitor International data.

2. イ・ファジョンのインタビュー
3. Euromonitor International data.
4. イ・ファジョンのインタビュー
5. GlobalData Q4 2021 Global Consumer Survey.
6. 안혜원, “ ‘차은우 눈·서강준 코 갖고 싶어요’ ”...성형시장 ‘큰손’ 이젠 남성,” 한경경제, December 8, 2021, [https:// www.hankyung.com/ economy/ article / 202112083165g](https://www.hankyung.com/economy/article/202112083165g).
7. “South Korea should fund hair loss treatment, says election hopeful in bald bid for power,” The Guardian, January 6, 2022, [https:// www .theguardian.com/ world/ 2022/ jan/ 06/ south- korean- presidential - hopeful- says- state- should- pay- for- hair- loss- treatment](https://www.theguardian.com/world/2022/jan/06/south-korean-presidential-hopeful-says-state-should-pay-for-hair-loss-treatment).
8. “외모와 성형수술에 대한 인식— 1994/ 2004/ 2015/ 2020 년,” Gallup Korea, April 9, 2020, [https:// www.gallup.co.kr/ gallupdb/ reportContent.asp? seqNo= 1097](https://www.gallup.co.kr/gallupdb/reportContent.asp?seqNo=1097).
9. Lauren Strapagiel, “Here’s Why Boys All Over Social Media Are Proudly Calling Themselves ‘Softboys,’ ” BuzzFeed News, April 16, 2019, [https:// www.buzzfeednews.com / article/ laurenstrapagiel/ heres- everything- you- need- to- know - about- the- history- and](https://www.buzzfeednews.com/article/laurenstrapagiel/heres-everything-you-need-to-know-about-the-history-and).
10. Natalie Morin, “What K- Pop’s Beautiful Men Can Teach Us About Masculinity,” Refinery29, May 12, 2020, [https:// www.refinery29.com/ en- us / 2020/ 05/ 9674149/ kpop- male- singers- masculinity](https://www.refinery29.com/en-us/2020/05/9674149/kpop-male-singers-masculinity).
11. Tamar Herman, “SM Entertainment A& R Chris Lee Talks ‘Cultural Technology’ & Creating K- Pop Hits,” Billboard, August 5, 2019, [https:// www .billboard.com/ music/ music- news/ sm- entertainment- ar- chris- lee - talks- cultural- technology- creating- k- pop- hits- 8526179/](https://www.billboard.com/music/music-news/sm-entertainment-ar-chris-lee-talks-cultural-technology-creating-k-pop-hits-8526179/).
12. Explained, Netflix show written by Joe Posner, Vox Media, 2018. Netflix, [https:// www.netflix.com/ watch/ 80216753? trackId= 255824129](https://www.netflix.com/watch/80216753?trackId=255824129).
13. Hannah Waitt, “The History of Kpop, Chapter 4: How Lee Soo Man’s First Big Fail Resulted in Korea’s Modern Pop Star System,” MoonROK, July 14, 2014, [http:// www.moonrok.com/ history- k- pop- chapter- 4- how- lee- soo- mans - first- big- fail- resulted- koreas- modern-pop- star/](http://www.moonrok.com/history-k-pop-chapter-4-how-lee-soo-mans-first-big-fail-resulted-koreas-modern-pop-star/).
14. David Yi, “How K- Pop Empowered Men Everywhere to Embrace Make- Up,” Esquire, June 21, 2021, [https:// www.esquire.com/ style/ grooming/ a36743526/ k- pop - influence- mens- makeup- bts/](https://www.esquire.com/style/grooming/a36743526/k-pop-influence-mens-makeup-bts/).
15. Roald Maliangkay, “The Effeminacy of Male Beauty in Korea,” The Newsletter (International Institute for Asian Studies), no. 55 (autumn/ winter 2010), [https:// www.iias.asia/ sites/ default/ files / nwl_ article/ 2019- 05/ IIAS_ NL55_ 0607.pdf](https://www.iias.asia/sites/default/files/nwl_article/2019-05/IIAS_NL55_0607.pdf).
16. Stanford APARC, “SUHO, Leader of EXO, on the Korean Wave (Hallyu),” May 26, 2022, [https:// www.youtube.com/ watch ? v=- fXGcYgAHT8](https://www.youtube.com/watch?v=fXGcYgAHT8).
17. Jaeil Kim, WoongHee Han, DongTae Kim, and Widya Paramita, “Is beauty in the eye of the beholder? Gender and beauty in the cosmetic sector: A comparative study of Indonesia and Korea,” Marketing Intelligence & Planning 31, no. 2 (March 2013): 127– 40.
18. Kim et al., “Is beauty in the eye of the beholder?” 137.

19. “Softboys,” Quartz, April 21, 2020, <https://qz.com/emails/quartz-obsession/1842285/softboys/>.
20. “Flowerboys and the appeal of ‘soft masculinity’ in South Korea,” BBC, September 5, 2018, <https://www.bbc.com/news/world-asia-42499809>.
21. “K- Pop Twitter Flames YouTube’s h3h3 for Calling Fans ‘Gay,’ ” CCN, December 9, 2019, <https://www.ccn.com/k-pop-twitter-flames-youtubes-h3h3-for-calling-fans-gay/>.
22. Brianna Holt, “Film showed women that softboys are the emotionally intelligent men they wanted all along,” Quartz, December 19, 2019, <https://qz.com/1772566/film-changed-the-softboy-trend-now-it-fights-toxic-masculinity/>.
23. “권상우, 화장품 ‘더 페이스 샵’ 모델,” 스포츠조선, June 17, 2004, <https://entertain.naver.com/read?oid=076&aid=0000003983>.
24. 오미영, “미샤 원빈과 모델계약,” 파이낸셜뉴스, August 30, 2004, <https://n.news.naver.com/mnews/article/014/0000139458?sid=101>.
25. “Flowerboys and the appeal of ‘soft masculinity.’ ”
26. Quoted in Xiaomeng Li, “How Powerful Is the Female Gaze? The Implication of Using Male Celebrities for Promoting Female Cosmetics in China,” *Global Media and China* 5, no. 1 (2020): 55–68.
27. Kam Louie, “Popular Culture and Masculinity Ideals in East Asia, with Special Reference to China,” *Journal of Asian Studies* 71, no. 4 (2012): 929–43.
28. Sarah Todd, “Gen Z consumers are making companies bend to their will,” Quartz, April 5, 2020, <https://qz.com/1832884/what-is-gen-z-spending-its-money-on/>.
29. “Dungeons and dimples: how to speak K-pop,” *The Economist*, August 12, 2021, <https://www.economist.com/1843/2021/08/12/dungeons-and-dimples-how-to-speak-k-pop>.
30. Widdows, *Perfect Me*, 251.
31. シャロン・ヘジン・リーのインタビュー

第 12 章

1. Seong-min Hong, “The significance of the aging body and caring of the aged in Confucian society” (in Korean). Summarized in Elfving- Hwang, “Old, Down, and Out? Beauty Work, Agency, and Between- Women Sociality Among Elderly South Korean Women,” *Journal of Aging Studies* 38 (2016): 6– 15.
2. Elfving- Hwang, “Old, Down, and Out?” 12– 13.
3. “World Health Statistics Overview: 2019,” World Health Organization, 2, <https://apps.who.int/iris/bitstream/handle/10665/311696/WHO-DAD-2019.1-eng.pdf>.
4. Elfving- Hwang, “Old, Down, and Out?” 14.
5. Kawai, *Dreams, Myths and Fairy Tales*, 129. (河合隼雄、『夢・神話・物語と日本人 エラノ

ス会議講演録』、岩波書店、2013 年)

6. Stanton, “Our Girls,” 496.
7. Widdows, *Perfect Me*, 80–81.
8. “Global cosmetics market worth €181 billion, L’Oreal dominates,” Consultancy.uk news release, November 18, 2015, <https://www.consultancy.uk/news/2810/cosmetics-market-worth-181-billion-loreal-dominates>.
9. Autumn Whitefield-Madrano, “Only Women Are Named Hope,” *New Inquiry*, June 22, 2016, <https://thenewinquiry.com/only-women-are-named-hope/>.

結論

1. TedX Talks, “Body Positivity or Body Obsession? Learning to See More & Be More | Lindsay Kite | TEDxSaltLakeCity” (video), November 6, 2017, <https://www.youtube.com/watch?v=uDowwh0EU4w&t=152s>.
2. Widdows, *Perfect Me*, 211.
3. Engeln, *Beauty Sick*, 117.
4. Nahman, “#59: Beauty anxiety,” *Maybe Baby*, June 20, 2021, <https://haleynahman.substack.com/p/59-beauty-anxiety>
5. Elise Hu and Clare Marie Schneider, “You aren’t lazy. You just need to slow down,” *NPR*, September 24, 2021, <https://www.npr.org/2021/09/24/1039676445/laziness-does-not-exist-devon-price>.
6. Jessica DeFino, “Beauty Isn’t Superficial,” *The Unpublishable*, October 12, 2021, <https://jessicadefino.substack.com/p/topicals-mental-health-spotline>.
7. Hari Nef, “The aesthetics of survival,” *TED*, April 2016, https://www.ted.com/talks/hari_nef_the_aesthetics_of_survival?language=en.
8. “Medical Aesthetics Market Research Report [2022–2028],” *MarketWatch*, February 21, 2022, <https://www.marketwatch.com/press-release/medical-aesthetics-market-research-report-2022-2028-industry-size-share-growth-rate-business-strategies-industry-revenue-opportunities-future-trends-leading-players-update-analysis-and-forecast-2022-02-21>.
9. Odell, “Introduction.”
10. Meagan Day, “True to Life: An Interview with Martin Hägglund,” *Jacobin*, May 28, 2019, <https://jacobin.com/2019/05/this-life-martin-haggglund-review-interview>.
11. Engeln, *Beauty Sick*, 117.
12. Laurie Penny, “Model Behavior,” *New Inquiry*, May 30, 2012, <https://thenewinquiry.com/model-behavior/>.
13. John Swaddle and Innes Cuthill, “Asymmetry and Human Facial Attractiveness: Symmetry May Not Always Be Beautiful,” *Proceedings of the Royal Society B* 261, no. 1360 (1995): 111–16.

14. Kaila Prins, “3 Reasons Why Body- Positive Ad Campaigns Are Less Empowering Than You Think,” *Everyday Feminism*, May 5, 2015, [https:// everydayfeminism.com/ 2015/ 05/ problem- with- body- positive- ads/](https://everydayfeminism.com/2015/05/problem-with-body-positive-ads/).
15. Jessica DeFino, “ ‘Acne Neutrality’ May Be a Better Confidence- Boosting Benchmark Than ‘Acne Positivity,’ ” *Fashionista*, November 5, 2019, [https:// fashionista.com/ 2019/ 11/ acne- skin- positivity- neutrality](https://fashionista.com/2019/11/acne-skin-positivity-neutrality).
16. Céline Leboeuf, “What Is Body Positivity? The Path from Shame to Pride,” *Philosophical Topics* 47, no. 2 (2019): 113– 28.
17. Leboeuf, “What Is Body Positivity?” 125.
18. hooks, *All About Love*, 218. (フックス、『オール・アバウト・ラブ：愛をめぐる 13 の試論』、宮本敬子・大塚由美子訳、春風社、2016 年)
19. Baldwin, *The Fire Next Time*, 43. (ボールドウィン、『次は火だ——ボールドウィン評論集』、黒川欣映訳、弘文堂、1968 年)
20. Brumberg, *The Body Project*, 212.
21. Anne Helen Petersen, “No One Told Me Being Middle Class Meant Wearing My Retainer Forever,” *Culture Study*, April 18, 2021, [https:// annehelen.substack.com/ p / no- one- told- me- being- middle- class- 846](https://annehelen.substack.com/p/no-one-told-me-being-middle-class-846).
22. Anna Rahmanan, “These Cosmetic Procedures Have Been on the Rise During the Pandemic,” *Hungton Post*, April 27, 2021, [https:// www.huffpost.com/ entry/ cosmetic- procedures- pandemic_ 1 _ 608049e3e4b047b9f8b594e9](https://www.huffpost.com/entry/cosmetic-procedures-pandemic_1_608049e3e4b047b9f8b594e9).
23. Reilly Roberts, “2022 Beauty Industry Trends & Cosmetics Marketing: Statistics and Strategies for Your Ecommerce Growth,” *Common Thread Collective*, March 5, 2022, [https:// commonthreadco.com/ blogs / coachs- corner/ beauty- industry- cosmetics- marketing- ecommerce](https://commonthreadco.com/blogs/coachs-corner/beauty-industry-cosmetics-marketing-ecommerce).
24. Jessica DeFino, “Please Stop Slugging,” *The Unpublishable*, January 18, 2022, [https:// jessicadefino .substack.com/ p/ the- glow- life- podcast- jessica- defino](https://jessicadefino.substack.com/p/the-glow-life-podcast-jessica-defino).
25. Lisa Rofel, *Desiring China*, 15.
26. “Daniel Kahneman: Why We Contradict Ourselves and Confound Each Other,” *On Being with Krista Tippett*, October 5, 2017, [https:// onbeing.org/ programs/ daniel - kahneman- why- we- contradict- ourselves- and- confound- each - other/](https://onbeing.org/programs/daniel-kahneman-why-we-contradict-ourselves-and-confound-each-other/).