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*PHILADELPHIA (CBS)* – Makeup matters. New research says women who wear makeup are perceived to be more attractive and competent.

This is a first-of-its-kind study that says wearing makeup can have a significant impact on how people judge women.

Makeup artist Jennifer Luszczak sees the power of makeup all the time at Philadelphia's Vanity Salon.

"I think it's really a confidence booster. It's a way to kind of improve your natural beauty and really enhance your features," said Jennifer.

The new research from Harvard University and makeup manufacturer Procter & Gamble says women who wear makeup were perceived to be more attractive, competent, likeable and trustworthy.

"This means that makeup really can be seen as a tool in a woman's arsenal that allows her to actually control the way the world sees her," said Sarah Vickery, Ph.D., Principal Scientist at P&G Beauty & Grooming.

For the study, people quickly glanced at photos of women with bare faces, and then in gradual phases leading up to full, glamorous makeup.

People responded more favorably to the made up faces.

"I feel that makeup definitely makes me a different person. It makes me feel better about myself, so it gives me more confidence," said Nina MacMullen, of Philadelphia.

There was one catch: when people in the study had a chance to more carefully look at the photos, women with the most makeup were judged to be less trustworthy. Still, all levels of makeup overall scored higher than a bare face.

"I do always wear makeup. I feel like I can't leave the house without it," said Roxy Brennan, of Philadelphia.

Remember this research was partially paid for by a makeup company, so some might be skeptical of the results.