WHAT IS CLAIMED IS:

1. A cosmetic product comprising:

a porous impregnation material in which a water-in-oil emulsion cosmetic composition is supported; and

an applicator,

wherein the porous impregnation material is made of a single material and comprises a compressed part on a surface thereof to be in contact with the applicator and an uncompressed part,

wherein the compressed part is formed in the porous impregnation material by thermally compressing a top surface of the porous impregnation material and the uncompressed part is not subjected to thermal compression.

2. The cosmetic product according to claim 1, wherein the porous impregnation material has an open cell structure.

3. The cosmetic product according to claim 1, wherein the porous impregnation material is urethane foam.

4. The cosmetic product according to claim 1, wherein the compressed part has a density corresponding to 4-6 times of the density of the uncompressed part.

5. The cosmetic product according to claim 1, wherein the porous impregnation material is thermally compressed foam obtained by thermally compressing a foam having a cell number of 45 pores per inch (ppi)-65 ppi in the direction of contact with an applicator so that a height of the foam is reduced by 10-30% as compared to the height before the thermal compression.

6. The cosmetic product according to claim 1, wherein a pattern is formed on the top surface of the porous impregnation material including both the compressed

part and the uncompressed part.

7. A foamed impregnation material for impregnating a water-in-oil emulsion cosmetic composition, wherein

the foamed impregnation material is made of a single material and comprises a compressed part and an uncompressed part, and wherein the compressed part is formed in the foamed impregnation material by thermally compressing a top surface of the foamed impregnation material and the uncompressed part is not subjected to thermal compression.

8. The foamed impregnation material according to claim 7, which is urethane foam.

9. The foamed impregnation material according to claim 7, which has a porous open cell structure.

10. The foamed impregnation material according to claim 7, wherein the compressed part has a density corresponding to 4-6 times of the density of the uncompressed part of the impregnation material.

11. A cosmetic product comprising:

a water-in-oil cosmetic composition; and

a porous impregnation material in which a cosmetic composition is supported,

wherein a top surface of the porous impregnation material is formed with a compressed part, wherein the porous impregnation material is made of a single material and comprises the compressed part and an uncompressed part, and

wherein the compressed part is formed in the porous impregnation material by thermally compressing a top surface of the porous impregnation material and the uncompressed part is not subjected to thermal compression.

12. The cosmetic product according to claim 11, wherein a pattern is formed on the top surface of the impregnation material including both the compressed part and the uncompressed part.