

ABSTRACT

There are included facial feature point acquiring unit (340) that acquires a facial feature point within a makeup facial image that is an image of a face on which makeup is applied, makeup feature point acquiring unit (350) that acquires a makeup feature point within the makeup facial image, makeup information generator (360) that generates, based on the facial feature point and the makeup feature point, makeup information quantitatively indicating information about a position of the makeup feature point in a face coordinate system that takes the facial feature point as a reference, trend analyzer (380) that analyzes the makeup information acquired from a plurality of the makeup facial images, and determines a makeup trend, and analysis result output unit (390) that performs an information output process according to a determination result of the makeup trend.