CLAIMS

1. A makeup simulation assistance apparatus comprising:

a simulation image generator that generates a simulation image obtained by superimposing, on a facial image picked up by an image pickup unit that picks up an image of a face of a user as the facial image, a makeup image showing a state of makeup as being applied to a facial component of the face;

a simulation image output unit that outputs the simulation image being generated;

an interest degree sensor that senses an interest degree of the user for the makeup image, based on a facial image picked up when the simulation image is output;

an interest degree information output unit that outputs interest degree information indicative of the interest degree being sensed;

a determination unit that determines whether or not the generating the simulation image by the simulation image generator is desired by the user; and

an interest degree history information recorder that stores, in an interest degree history information storage when the determination unit determines that the generating is not desired by the user, interest degree history information in which a facial component corresponding to the makeup image and the interest degree being sensed are associated with each other.

2. The makeup simulation assistance apparatus according to claim 1, wherein the interest degree sensor senses the interest degree of the user by sensing a match degree between a facial component in which the user is interested and a facial component corresponding to the makeup image, based on the facial image picked up when the simulation image is output.

3. The makeup simulation assistance apparatus according to claim 1, wherein the interest degree includes a satisfaction degree of the user for the makeup image.

4. The makeup simulation assistance apparatus according to claim 1, further comprising a makeup candidate information output unit that outputs
makeup candidate information indicative of a candidate for makeup recommended to apply next, based on the interest degree being sensed.

5. The makeup simulation assistance apparatus according to claim 4, wherein the makeup candidate information output unit outputs, when the interest degree is high, makeup candidate information indicative of makeup for the facial component and being different from makeup corresponding to the makeup image as the candidate, and the

makeup candidate information output unit outputs, when the interest degree is low, makeup candidate information indicative of makeup for a facial component different from the facial component as the candidate.

6. The makeup simulation assistance apparatus according to claim 4, further comprising:

a facial component positional information storage that stores facial component positional information indicative of a position of a facial component in an average face;

a facial position sensor that senses a position of a facial component in the face of the user based on the facial image being picked up; and

a facial component specifier that specifies a facial component being a characteristic of the face of the user based on the facial component positional information and a sensing result of the facial position sensor,

wherein the makeup candidate information output unit outputs makeup candidate information indicative of makeup for the facial component being specified as the candidate.

7. The makeup simulation assistance apparatus according to claim 1, wherein the interest degree information output unit outputs the interest degree information to a second display that is different from a first display to which the simulation image is output.

8. The makeup simulation assistance apparatus according to claim 1, wherein the interest degree sensor senses a facial component of the face which is set to oppose to the image pickup unit by the user, and the interest degree is sensed based on a sensing result of the sensing.

9. The makeup simulation assistance apparatus according to claim 1, wherein the interest degree sensor senses, out of facial components of the face displayed in the simulation image, a facial component positioned in a direction of a line of sight of the user, and senses the interest degree based on a sensing result of the sensing.

10. The makeup simulation assistance apparatus according to claim 1, wherein

the determination unit determines a user's flexibility being a probability of the user following guidance of other person, based on the interest degree history information and a purchase result, and

the interest degree information output unit outputs a determination result relating to the user's flexibility.

11. The makeup simulation assistance apparatus according to claim 1, wherein the interest degree sensor extracts information relating to deformation of a facial component based on the facial image picked up, acquires correlation between the extracted information relating to deformation of the facial component after a lapse of a predetermined time since the simulation image is output from the simulation image output unit and a purchase result, and extracts, based on the acquired correlation with a purchase result, deformation of the facial component showing correlation of at least a predetermined value with purchase and non-purchase as a high evaluation sensing standard and a low evaluation sensing standard, respectively.

12. A makeup simulation assistance method comprising:

generating a simulation image obtained by superimposing, on a facial image picked up by an image pickup unit that picks up an image of a face of a user as the facial image, a makeup image showing a state of makeup as being applied to a facial component of the face;

outputting the simulation image being generated;

sensing an interest degree of the user for the makeup image, based on a facial

image picked up when the simulation image is output;

outputting interest degree information indicative of the interest degree being sensed;

determining whether or not the generating the simulation image is desired by the user; and

storing, in an interest degree history information storage when the generating is not desired by the user, interest degree history information in which a facial component corresponding to the makeup image and the interest degree being sensed are associated with each other.

13. A makeup simulation assistance program causing a computer to execute the steps of:

generating a simulation image obtained by superimposing, on a facial image picked up by an image pickup unit that picks up an image of a face of a user as the facial image, a makeup image showing a state of makeup as being applied to a facial component of the face;

outputting the simulation image being generated;

sensing an interest degree of the user for the makeup image, based on the facial image picked up when the simulation image is output;

outputting interest degree information indicative of the interest degree being sensed;

determining whether or not the generating the simulation image is desired by the user; and

storing, in an interest degree history information storage when the generating is not desired by the user, interest degree history information in which a facial component corresponding to the makeup image and the interest degree being sensed are associated with each other.