How Consumers Perceive Sensitive Skin?
Do Cosmetic Producers Cope with Them Sufficiently?

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Abstract
In recent years, the number of women who feel they have sensitive skin is on the increase. We conducted a survey of these women through various internet sites and received 2,227 responses.

The survey revealed that skin toners are the number one cause of skin irritation following by sunscreens, foundations, cleansings, and milky lotions, respectively. More than half of those experienced symptoms such as itching, burning or rashes. It also showed that 82.8% of those have with sensitive skin who found suitable cosmetics are satisfied with the products.

On the other hand, the respondents who are dissatisfied with cosmetics producers (20.7%) frequently complain about unresponsive retail sales associates.

The survey of cosmetics producers resulted in responses from R&D personnel at 27 companies and responses from consumer relations personnel at 24.

Compared to those in R&D, twice as many consumer relations personnel believe the respondents who self-proclaim to have sensitive skin actually do.

Whereas those in R&D tend to equate having sensitive skin to having “irritable skin” or “extremely dry skin.” Half of the companies participated the survey are conducting clinical tests.

Even though cosmetic producers appear to be sufficiently careful in selection and preparation of ingredients during the development phase, it is vital for them to understand the importance of comprehensive clinical tests and how the consumer relations should be handled.

Key words: sensitive skin, skin irritation, cosmetics, cosmetics survey, consumer relations.

1. はじめに

女性の社会進出によるストレス増加によるものか、環境の変化による体質の変調によるものか、スキンケア意識の高まりのためか、その理由は明らかではないが、敏感肌と認知している女性が多くなっている。1980 年には 5 人に 1 人の割合で敏感肌と自己申告しているに過ぎなかったが、1992 年には 3 人に 1 人、1998 年には 43% の人が敏感肌と認識している。近年さらに増加傾向がある。化粧品を使う女性の半数以上が、自分の肌を敏感肌と思っていると女性誌、美容雑誌などに取り上げられている。

そこで、今回の教育セミナーの開催に当たり、新規に敏感肌に対する調査を行った。まず、「消費者からみた敏感肌とは？」というテーマから、すでに敏感肌に悩んでいる消費者の意識、敏感肌と思ったきっかけやそう思っ

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