

〈教育セミナー〉

消費者からみた敏感肌とは？ 化粧品メーカーの対応は十分か？

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**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 followed 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 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.