

〈シンポジウム〉

機能を持つ化粧品に期待すること

## 機能性化粧品の役割と今後の発展について

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### Positioning of Functional Cosmetics and Future Development

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#### Abstract

Recent technical and academic contribution, and consumers' expectation have brought various developments in cosmetology. Historical background of Japanese consumer policy is discussed in two aspects: maker's control and consumer protection. The publication of guidelines on evaluation of cosmetic functions by Japanese Cosmetic Science Society is timely considering consumers' behavior favoring evidence-based efficacy. Guidelines for expressions to communicate these functions are to be established to facilitate consumers' proper choice and satisfaction in use, and also to protect them from non-conforming distributors.

**Key words:** technical development, cosmetic function, consumer policy, guidelines for efficacy evaluation, guidelines for efficacy expressions.