

〈報 告〉

抗シワに対するアンケート調査

日本香粧品学会抗老化機能評価専門委員会¹

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Questionnaire Survey to the Awareness about Wrinkles and the Expectation for the Anti-wrinkle Cosmetics

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Abstract

Many consumers are anxious for cosmetics which can improve wrinkles. Although the efficacy claim of anti-wrinkles in cosmetics has not been approved in Japan, it is granted in European countries and United States. Therefore, it is necessary to establish a guideline for the efficacy test of anti-wrinkle products for future harmonization with overseas countries, and we conducted two surveys of an awareness about wrinkles for women and scientists including dermatologists and pharmacologists (1) and that of a expectation of women for the anti-wrinkle cosmetics (2). The results of survey elucidated 1) crow's feet as the most interested wrinkle for women; 2) the evaluation criteria of wrinkles; 3) customers' expectation for the anti-wrinkle cosmetics; and 4) appropriate efficacy claims for anti-wrinkle cosmetics and quasi-drug cosmetics.

Key words: wrinkle, anti-wrinkle, evaluation criteria, efficacy claim.