

シンポジウム「洗う」

〈洗 顔〉

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Face Cleansing

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Abstract

Behaviour of “cleansing or washing” is essential in daily life not only as a habit but also as a care for beauty and skin sanitation to keep so-called healthy skin and unconsciously done because this behaviour is too routine for the daily life. Most of women usually do their face cleansing twice daily. Survey of women’s consciousness for their face cleansing has indicated that an intention of cleansing in proper meaning or makeup removal is rather high for night while their morning face cleansing is habitual and rather based on an intention of skin refreshment as well as awakening.

Manner of face cleansing and rinsing is largely different for individual person and surprisingly rough-and-ready. Accordingly, it is seriously demanded to instruct them actual conditions of smudge and secretion and to suggest them right procedures of face cleansing for individuals.

Analysis and measurement of skin types and sebum quantities in respective regions have indicated considerable deviations from those the consumers themselves are convinced. It has been also found that rather fewer consumers do their face cleansing rightly in consideration of their individual conditions of secretion and smudge as well as their individual skin types. In view of the fact that the face cleansing is a basis of the beauty care, it is essential, I believe, to instruct the consumers the proper method of face cleansing for individuals more carefully.