

(シンポジウム：化粧品とは)

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Guideline of the Maximum Expressions for Cosmetics Efficacies

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Abstract

- 1) In Japan, the Pharmaceutical Affairs Law controls and regulates manufacturing and importation of cosmetics.
- 2) In this Law, articles generally recognized as cosmetics and toiletries are defined in two terms, “Cosmetics” and “Quasi-drugs”.
- 3) Such as Deodorants, Permanent wave solutions, Hair-dyes, and other Medicated cosmetics are classified in the term “Quasi-drugs”.
- 4) The term “Cosmetics” in this Law means articles (other than Quasi-drugs) whose action upon the human body is gentle, and which are intended to be applied to the human body by means of rubbing, sprinkling and the like for the purpose of cleansing, beautifying, adding attractiveness, altering the appearance, or keeping the skin or hair in good condition.
- 5) The Pharmaceutical Affairs Law also regulates the advertisements of cosmetics.
- 6) The Law states, no one shall advertise, describe and/or demonstrate a misrepresentation or an exaggeration definitely or suggestively with regard to the efficacy, effect or ability of a cosmetic.
- 7) The Law aims to protect the consumer from misunderstanding with regard to the efficacy or effect expressions of cosmetics.
- 8) There is the appropriate advertisement criteria for cosmetics, according to the Law.
- 9) Undermentioned are guidelines of the maximum expressions for efficacies or effects of cosmetics.
- 10) As to the maximum expressions for essential functions of the skin care preparations, there are three basic statements. (1. Clean the Skin. 2. Keep the Skin Healthy. 3. Protect the Skin.)
- 11) Within the guideline, there are ten other expressions for efficacies of cosmetics. Every expression is a variation from the previous three basic statements.
- 12) Authentic reports referred to the Efficacy Statements of Cosmetics are listed as References.