

〈シンポジウム〉

(化粧品品の安全性・環境のリスクアセスメントの現状と課題)

## 化粧品の安全性を取り巻く状況

——パブリック・リレーションの重要性——

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### Some Perspective for Safety of Cosmetics Importance of Public Relations

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#### Abstract

The most essential and important matter for all industrial companies is the establishment of “reliability” of their stakeholders. To establish the reliability of the company, it is necessary to build “transparency” inside of the company and “public relations” to outside of the company. Transparency is consisted of four key issues, which are disclosure, accountability, fairness and traceability. Even one of these is lost, the transparency will be suspicious and finally reliability of the company will be ruined. Public relations are also important for the company. The new type of public relations makes the stakeholders understood how honest a company would do its operation as cooperate social responsibility thinking. To implement above issue, each company should understand two categories : “fair competition” and “sincere collaboration” with social maturity. The former is defined as real business battle with some business moral, and the definition of the latter is to work together with competitors. Specially, the ultimate purpose of the collaboration is “to protect environment, users and workers,” so all competitors should understand the importance and shake hands each other for sharing the safety information. A root of this thought was able to be back to Agenda 21, Chapter 19 at Rio de Janeiro. In the Chapter, main discussion was “management of toxic chemicals.” According to six programs proposed in the Agenda, the chemical industries made efforts. After a few years later, the soap and detergent producers in EU built a project called HERA (Human and Environmental Risk Assessment on ingredient of household cleaning products). All cosmetic companies have to recognize that the influence of the Agenda 21 is reaching to cosmetic industry lately. Also, in the near future, cosmetic industrial company will face the following issues, that must be one of our tasks. 1) More precise safety and risk assessment of own products. 2) Acceleration of development of alternative methods for animal tests. 3) Enhancement of eco toxicology information to each ingredients. 4) Scientific data and evidence for claim substantiations. Each company has to prepare for these issues with transparency mind and collaboration spirit.

**Key words:** safety, transparency, Agenda 21, public relations, collaborations.