

〈シンポジウム II〉

『おとこ力を考える』

男のスキンケア実情
～肌状態・外見・意識～

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The Actual Situation of Men's Skincare
—Condition, Appearance and Consciousness of Self-Skin—

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Abstract

It is still not a general custom with usual Japanese men to daily use cosmetics, especially make-up. Therefore, men's facial skin is defenselessly exposed to the external environment including the sunlight ultraviolet rays. This brings men's particular changes of aging in facial skin. The average amount of sebum secretion in men's facial skin usually becomes the largest in twenties. Then, it does not drastically decrease even in forties. The increase of skin redness and decrease of the brightness were observed with advancing age. The significant difference in the skin brightness between summer and winter was not found after forties. In addition, the disappearance of skin micro texture simultaneously takes place with aging. Those changes of skin color/tone and the disappearance of micro texture are causes of glary appearance generation of men's face which gives unpleasant impression to women. With the image analysis technique, it was confirmed that glary appearance correlatively increased with an increase of the large cluster of the reflected light on the face. Continuous use of skin care product improved micro texture of the forehead skin and led to the decrease of glary appearance. Therefore, it was concluded that daily skin care greatly contributes to men's facial appearance improvement.

Key words: sebum, micro texture, brightness, glare, skincare.