

〈講 演〉

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化粧品の安全・安心と表示
—消費者に信頼される開発, マーケティング, 苦情対応—

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Safety, Reliability and Information of Cosmetic Products
—Development, Marketing and Complaint Handling for Building the
Confidence of Consumers—

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Abstract

Consumer policy in Japan moved to another level in the first day of September 2009 when a new government agency, Consumer Affairs Agency and a new monitoring body for the government consumer policy, Consumer Commission were established. At the global level, the International Organization for Standardization finally published ISO26000, “Guidance on social responsibility”, in November 2010 after more than five years of development process at its Working Group on Social Responsibility. Consumer issues are among seven core subjects of social responsibility. In this paper, on the basis of these national and global changes surrounding the relationship between consumers and the business I will discuss corporate practices in developing and marketing cosmetic products as well as complaint handling for building the confidence of consumers.

Key words: Consumer Affairs Agency, ISO26000, confidence of consumers.