

〈教育シリーズ〉

皮膚をみる人たちのための化粧品知識

化粧品の種類と使い方  
—スキンケア化粧品—

南野美紀\*

**Types of Skincare Cosmetics and Their Usage**

Miki MINAMINO\*

**Abstract**

Cosmetics that are used daily to keep our skin healthy and to make it look attractive, are available in many types where ingredients comprising them vary depending on the formulation in which they are contained. The infant stage of modern Japanese cosmetic history just after the Meiji Restoration (1868) saw many novel products appearing on the market one after another due to demands and changes in consumer perceptions, new findings in dermatology and the birth of new ingredients and development of formulation technologies, where up until then, only limited items *e.g.*, facial cleansers and skin lotions for skincare and face powders, rouge and eyebrow pencils for makeup were commercially available. The myriad of cosmetic formulations available today are the fruits of the technology development history to meet consumer demands. With the recent advent of consumers demanding both efficacy and safety concurrently, cosmetic research and development too has entered a new era, and changes are envisaged in marketing strategies as well. Hence, to safely make full use of the products that flood the market today, their proper usage should be understood and executed correctly. This article will attempt to outline the types and usage of skincare cosmetic products that flourish the market through tracing the history of cosmetic technologies and marketing strategies.

**Key words:** classification of cosmetics, history of cosmetic technology, usage of cosmetics, skincare products.