

(シンポジウム)

「美白製品は日の目を見ているか？」

効能・効果表現の課題

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Subjects on Expression of Efficacy in Skin Whitening Cosmetics

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Abstract

Regarding the expression of efficacy relating to skin whitening cosmetics in the future, it has been considered from the following three points of view. ① Investigation into the Japanese women's interest in skin whitening cosmetics. ② Progress and future research target on skin whitening. ③ Current pharmaceutical law and the limitation of expression range of efficacy. As the result, the problems such as Chloasma and Freckles are of concern to consumers. Moreover, it has been proved that their recognition and interest concerning skin whitening cosmetics are remarkable. After this, advanced research on the development of new whitening products and inhibiting to form of Chloasma and Freckles is expected. At the same time, reviewing and widening the range for expression of efficacy in pharmaceutical law are of importance to the cosmetic products.

Key words: skin whitening cosmetics, expression of efficacy, pharmaceutical law, consumer.