

若年層の皆様へ

スキンケア思想の分類

「キレイになれる力」は恒常性という“土台”から生まれる

●スキンケア思想の本質表現

スキンケア思想の本質表現	意味すること	当該製品
肌を変える	肌の構造や機能に積極的に介入し、肌そのものの構造や性質を変える	介入型:医薬品・医薬部外品(例:美白・抗炎症・ターンオーバー促進など)
症状を消す	乾燥・赤み・荒れ・毛穴の黒ずみ・ニキビなどの不快な肌症状を一時的に緩和する	対処療法型:一般化粧品(例:保湿・鎮静・被膜形成など)
肌を守る・支える	肌の恒常性、その構成要素(バリア機能・常在菌環境・弱酸性・ターンオーバーなど)を尊重し、健やかさを育てる	恒常性支援型:構造的・尊厳的ケア(海の森化粧品)

●用語の使い方としても成立します:

- 「肌を変える」=介入型(医薬品・医薬部外品)
- 「症状を消す」=対処療法型スキンケア製品
- 「肌を守る・支える」=恒常性支援型スキンケア

●今の肌をもっとキレイにするためのおススメのスキンケアは?

「肌を守る・支える」です。

●その根拠は?

乾燥・赤み・荒れ・毛穴の黒ずみ・ニキビなどの不快な肌症状は、肌の「守る・支える力」、つまり、肌の恒常性、その構成要素(バリア機能・常在菌環境・弱酸性・ターンオーバーなど)が乱れることで起こります。

「肌を守る・支える」スキンケアは、肌の恒常性、その構成要素(バリア機能・常在菌環境・弱酸性・ターンオーバーなど)を整え、健やかな肌になるための土台を育てる処方です。つまり、肌を無理に変える、症状だけを隠すのではなく、肌の恒常性、その構成要素と仲良くしながら、**キレイになれる力(恒常性)**を引き出すスキンケアなのです。

肌の恒常性とは、外的・内的ストレスに対して肌が**自らのしきみを保ち、回復しようとする力**のこと。その構成要素(バリア機能・菌環境・pH・ターンオーバーなど)は、まさに**肌の健やかさを支える“土台”そのもの**です。

To Our Young Readers

Understanding Skincare Philosophies

– The power to become truly beautiful comes from the skin's own foundation: its homeostasis –

●Core Expressions in Skincare Philosophy

Core Expression	What It Means	Product Type
Change the skin	Actively intervene in the skin's structure and function to alter its nature	Intervention-based: Pharmaceuticals / Quasi-drugs (e.g., whitening, anti-inflammatory, turnover acceleration)
Erase symptoms	Temporarily relieve discomforts like dryness, redness, roughness, clogged pores, or acne	Symptom-based: General cosmetics (e.g., moisturizing, soothing, film-forming agents)
Support and protect the skin	Respect the skin's homeostasis—its barrier function, microbiome balance, natural acidity, and turnover—and nurture its health	Homeostasis-supporting: Structural and dignity-preserving care (e.g., <i>Umi no Mori</i> Skincare)

●These terms are used as follows:

- “**Change the skin**” = Intervention-based care (Pharmaceuticals / Quasi-drugs)
- “**Erase symptoms**” = Symptom-based skincare products
- “**Support and protect the skin**” = Homeostasis-supporting skincare

●So, what kind of skincare is best for making your skin look even more beautiful today?

The answer is: “**Support and protect the skin.**”

●Why?

Skin troubles like dryness, redness, roughness, clogged pores, and acne often occur when the skin's natural ability to protect and regulate itself—its **homeostasis**—is disrupted.

This includes key elements like the **barrier function**, **microbiome balance**, **natural acidity**, and **turnover cycle**.

Skincare that “supports and protects” works by restoring these elements of homeostasis, helping build the foundation for truly healthy skin.

Rather than forcing change or simply masking symptoms, it gently partners with your skin's natural systems to **awaken its own power to stay beautiful**.

●What is skin homeostasis?

It's the skin's ability to maintain and restore its internal balance in response to external and internal stress.

Its key components—**barrier function**, **microbial environment**, **pH balance**, and **cell turnover**—are the very foundation of healthy skin.

Date Created: September 17, 2025 | Developed in collaboration with an AI Assistant | Based on scientific evidence, ethics, and public benefit.