

「質感マジック」に気をつける

－化粧品選びで誤解している方へのアドバイス－

塗布直後の潤いやしっとり感は、化粧品選びで陥りやすい「質感マジック」です。本当に良い商品かどうかは、**塗っていない素肌**で判断すべきです。

本当に良い化粧品は、表面を一時的に潤すだけでなく、肌の角層の**保湿力**や**バリア機能**そのものをサポートし、**肌が自ら潤う力**を高めます。

化粧品選びに勘違いが多い方には、その方の化粧品選びの間違いを防ぐために、以下の **3 つのポイント**に分けてアドバイスをしてみてください。

- **塗布直後：【一瞬の心地よさ】チェック**
「潤った」「しっとりした」という感覚は、化粧品の成分（油分、高分子ポリマーなど）が肌表面に乗っていることによる一時的な「擬似的な潤い」に過ぎません。この「塗った感じ」は、服を着て暖かくなるのと同じで、**一時的な物理現象**と捉え、一時的な感覚に過ぎないのです。
- **数時間後/翌朝：【効果の持続力】チェック**
「化粧品の持続力」、つまり塗布した保湿成分や保護膜がどれだけ長く肌を守れているかを確認するものです。
- **洗顔直後：【素肌力アップ】チェック（最も重要）**
 1. **【最重要ポイント】「化粧品の膜」を洗い流した洗顔後の素肌で、以前よりつっぱり感や乾燥が減っているか確認**しましょう。これが肌の**バリア機能が本当に改善した、最高の証拠**です。
 2. **相変わらずつっぱる、洗顔後すぐに乾燥する** → 塗布中は潤っていても、肌そのものの改善には至っておらず、**表面に頼っていただけの可能性**が高いです。

この **3 段階**で評価するよう促すことで、「勘違い」を防ぎ、本当に肌に合った商品を選べるようになるでしょう。

これらのアドバイスは、化粧品選びの基準を「一瞬の心地よさ」から「**長期的な肌の改善**」へと変える手助けとなるはずです。

Don't Be Fooled by the "Texture Magic"!

-Advice for Those Mistaken in Choosing Skincare Products-

The immediate feeling of moisture or smoothness right after application is a "texture magic" trap often encountered when choosing cosmetics. You should judge whether a product is truly good based on your **bare skin without the product**.

Truly good skincare products don't just temporarily moisturize the surface; they support the **stratum corneum's own moisturizing ability and barrier function**, enhancing the skin's power to hydrate itself.

For those who frequently misunderstand how to choose cosmetics, here are **three key checkpoints** to prevent making mistakes and help you choose the right products:

The 3-Step Check for Smart Skincare Selection

1. Immediately After Application: The Momentary Comfort Check

The sensation of feeling "**moisturized**" or "**smooth**" is often just **temporary, "pseudo-moisture."** It's caused by ingredients (such as oils, high-molecular-weight polymers, etc.) sitting on the skin's surface. Think of this "**applied feeling**" as a temporary physical phenomenon, like putting on a warm jacket—it's only a fleeting sensation.

2. Several Hours Later / The Next Morning: The Effect Longevity Check

This step checks the "**longevity of the cosmetic,**" observing how long the applied moisturizing ingredients or protective film can continue to shield your skin. A product that maintains comfort for hours suggests a more robust protective barrier.

3. Immediately After Washing Your Face: The Bare Skin Improvement Check (Most Important)

1. **[The Crucial Point]** Check if the tightness or dryness you feel after washing your face has **decreased compared to before**—specifically on your **bare skin** after the product's "film" has been rinsed away. This is the best evidence that your skin's **barrier function has truly improved**.
2. If you still feel tightness or your skin dries out immediately after washing: Even if it felt moisturizing while applied, it's likely the product was **merely superficial**, and true improvement to the skin itself was not achieved.

By encouraging evaluation across these three stages, you can prevent "misconceptions" and choose products that truly benefit your skin.

These tips should help shift your criteria for choosing skincare from "**momentary comfort**" to "**long-term skin improvement.**"

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