

In recent years, research has recognized the medical and social benefits of cosmetics not only as a beauty tool but in the field of welfare, including for the elderly, those with dementia, the disabled, and the diseased. As such, cosmetics have come to be recognized as a tool for health care, and are increasingly being incorporated into care practices in Japan.

Services using cosmetics have been linked to improved assertiveness and autonomy, QOL, and willingness to leave the home among subjects. As such are expected not only to have therapeutic and rehabilitative benefits but to promote health among the elderly as well as prevent the need for nursing care and reduce nursing costs, thus expanding the role of cosmetics from “making oneself beautiful” to “cosmetics for health care.” Cosmetics also play a role of “Looks Care”, as when camouflaging the changes in appearance caused by chemotherapy or other treatments.

In this way, cosmetics play the three critical roles of health care, beauty care, and human care, contributing to medicine, beauty, and welfare in Japan.

Yet despite the health care benefits of cosmetics, they are not seen as playing a crucial role in health care, and educational programs incorporating this element or programs to train instructors to implement these have not been established, meaning we are stuck offering only existing cosmetics and cosmetic technology.

It will be necessary to deepen the understanding of subjects and develop services using cosmetics as health care that incorporate results of research done so far. More specifically, we believe we must establish a new educational system for “health care cosmetics” that incorporates support for cosmetic-related care, such as providing information on aging care, anti-aging, and preventing the need for nursing care for the elderly as well as providing support and customer service for their health, beauty, and dignity. For those with dementia, considerate support and customer service based on an understanding that each case will show different symptoms, and for people with disabilities, understanding of the disability and the struggles it causes in everyday life, as well as customer service etiquette that includes understanding of the individual patient’s ADL or IADL as well as their families.

That is why our association has added Supportive Care, meaning assistance techniques that consider the patient, and Reception Care, meaning kind support thorough explanations on cosmetics for patients, to the three crucial forms of care for patients, Health Care, Beauty Care, and Human Care, and have defined “health care cosmetics” to include these five forms of care. Based on this, we have established a model of “health care cosmetics” that can be practiced by everyone throughout Japan, and in order to spread these activities, we have decided to establish the Japan Caremake Association anew as a general incorporated association.