

ANNOUNCEMENT

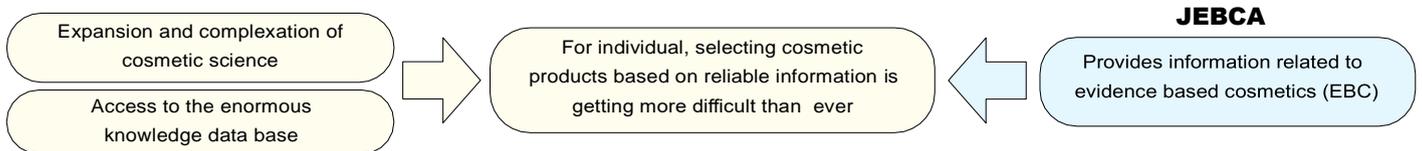


Establishment of Japan Evidence Based Cosmetics Association

**Dear everyone who concerns with Cosmetic Industry in Japan,
Dear every supporters outside Japan,**

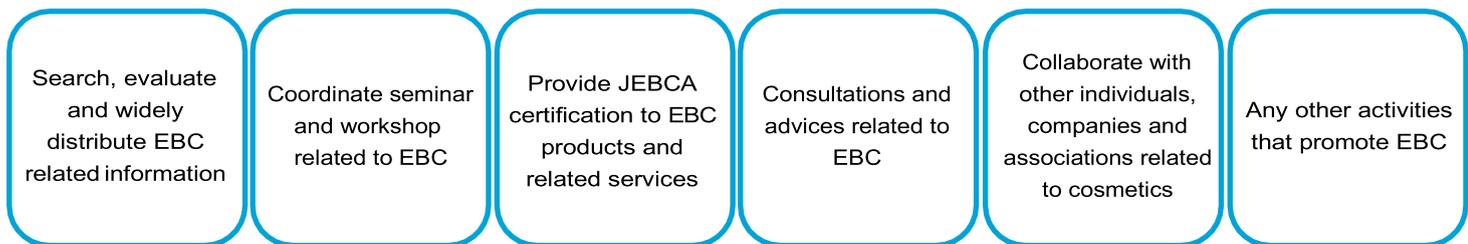
Cosmetic industry is dramatically changing. Evolutionary advancing science and technology, which are bringing about a relentless expansion and complexation of cosmetic science, and rapid growth of internet- based community, which is allowing an easier access to the enormous, and sometimes excessive knowledge data base, make it more difficult for individual consumers to select his/her desired cosmetics based on reliable information than ever.

This announces the establishment of Japan Evidence Based Cosmetics Association (JEBCA). Evidence Based Cosmetics (EBC), which are cosmetic products that have scientifically proven efficacy and evidenced function, is a worldwide trend these days.



By promoting EBC, JEBCA aims at supporting further progress of cosmetic science as well as providing access to more reliable evidence based cosmetic information to the individual consumers. We search, evaluate and widely distribute EBC related information and knowledge. As a result, we contribute to beauty, health, and furthermore, the QOL (quality of life) of people and the community in which we live.

Major Activities of JEBCA



Applying and promoting Evidence Based Cosmetics (EBC) benefits us as follows



For more details, please contact JEBCA principal office:

CONTACT

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