

화장품에서의 웰빙연구

Well-Being & Beauty

강 학 희

(주)태평양 기술연구소

Tel: (031) 280-5700

E-mail: hhkang@amorepacific.com

Well - Being & Beauty

KANG, hak-hee

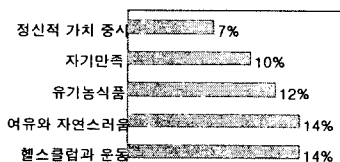
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Well-being의 개념 : 건강하고 행복하게 살자

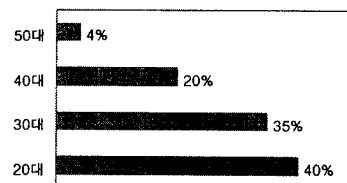
Well + Being
 [안락한/건강한] [삶]

■ 경제력으로 단순히 잘 먹고 잘 사는 인생을 뜻하는 것이 아닌, 정신적으로 풍요롭고 육체적으로 건전한 문화적인 삶으로 이해

• 웰빙족과 관련이 있는 단어

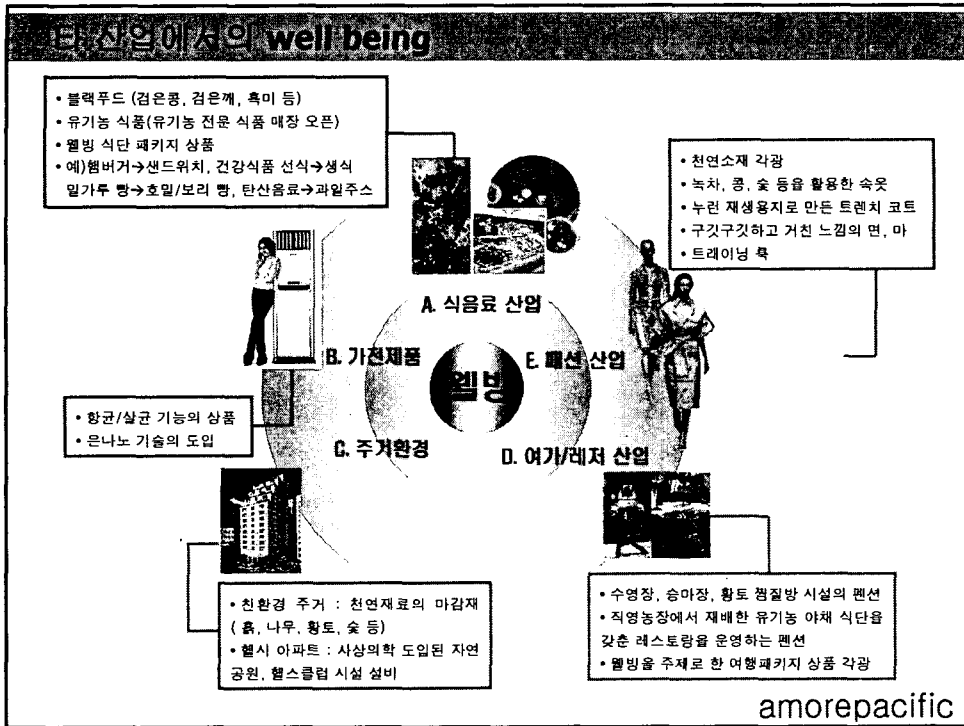


• 연령대별 웰빙을 받아들이는 분포



출처 : 동아일보 헬스팀(2004/01/12일자)

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Beauty & Health 영역에서의 웰빙

| | |
|---|--|
| <h3 style="text-align: center;">이너뷰티(Inner Beauty)</h3> <p>이너 케어와 아우터 케어의 균형화</p> <ul style="list-style-type: none"> • 몸과 마음의 조화를 통해 건강과 평온함을 근간으로 하는 바디 메이킹-요가/명상/꽃수련 등 • 뷰티 푸드(bauty food) 속음 줄 디스레 건강함 몸과 피부로 형성하는 먹는 화장품 | <h3 style="text-align: center;">자연주의 화장품</h3> <p>내추럴 뷰티(natural Beauty)</p> <ul style="list-style-type: none"> • 자연주의 지향 → 천연성분 추출물 사용 먹어서 몸에 좋은 천연성분을 사용하는 화장품의 세분화 - 녹차, 쌀, 꿀, 각종 꽃과 열매 성분, 식물수 등 • 친환경적인 외관을 강조한 패키징 재활용 가능한 용기, 재활용 된 소재로 만든 용기 활용, 풍기류 인쇄 등 • 아로마테라피 컨셉화 제품 |
| <h2 style="margin: 0;">Beauty & Health</h2> | |
| <ul style="list-style-type: none"> • 웰빙 아이템을 판매하는 전문 매장 사용법, 컬러, 패키지에서 느껴지는 가치가 중요하게 부각 피부에 대한 직접적인 효과뿐만 아니라 사용동안 편안하고 신선함을 느껴 활력을 불어넣는 시너지 효과 추구 • 웰빙이 추구하는 가치 향유를 목적으로 하는 컨셉 샵 산소방 컨셉의 피부관리샵, 헤어클럽, 꽃케어 존, 발리소라피존, 아로마테라피 존, 허브 진문점 등 육체적, 정신적 가치의 향유를 목적으로 정밀 세분화되고 있는 컨셉 샵이 기존의 뷰티샵 문화를 변화시킬 것. | <ul style="list-style-type: none"> • 몸과 마음의 평온함 추구 몸의 피로와 스트레스 해소용 통해 긴장 완화, 정신적인 건강을 찾고자 하는 개념으로 확대 • 화장품 브랜드들의 스파 전문 샵 오픈 - 아베다, 에스티로더, 바디샵 등 • 스파의 대중화 → 홈스파, 셀프스파 제품의 개발 |
| 웰빙 아이템 샵/컨셉 샵 확산 | 스파(SPA) 프로그램 운영 |

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Well-being products in beauty

1. Inner beauty products

- 먹고 바르는 화장품
- Beverages
- supplements

2. Body shaping cosmetics

3. Aroma therapy products

- relax
- diet, healing, blood circulation, treatment

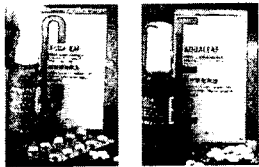
4. SPA & Fitness

5. Organics

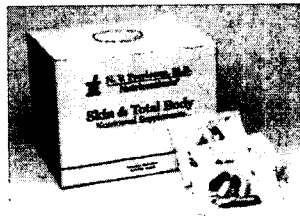
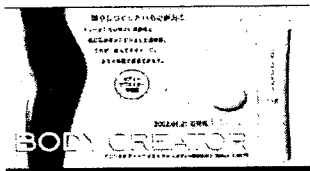
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1. Inner beauty

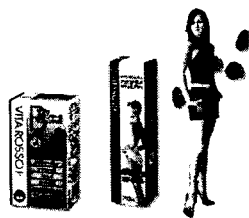




Inicio Body Creator SHISEIDO



Vita Rosso KANEBO



NICHOLAS PERRICONE, M.D.

The Perricone Prescription

A Physician's
28-Day Program for
Total Body and
Face Rejuvenation

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Aveda



DHC

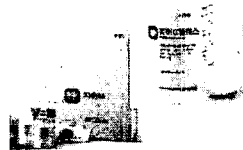
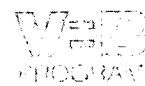


Kanebo
The Lifestyle Company



初めてご覧になる方へ
First FANCL.

Webマガジン元気生活 & 健康食品ショッピング
Healthy web



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inner beauty : beverage



Coca cola shiseido



Diet

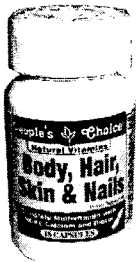
Contrex



Ajinomoto Active Beauty Jelly Shiseido Collagen EX drink

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inner beauty : supplements



< skin smoothness >



< to reduce wrinkles >



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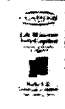
2. Slimming, anti-cellulite products



Biotherm Celluli choc
β-endorphin/cocoa



Lancome aroma fit
Drain water /caffeine



Clarins lift minceur anti caption
C-AMP/caffeine,cambogia



CD BIKINI anti-cellulite
Lipo-diet/plant ext.



IPSA body fit line E
Lipid digestion Caffeine,soy

SK II body designer
Limp,collagen/niacine,vit.B3

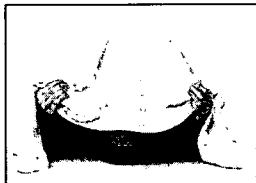
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3. aromatherapy

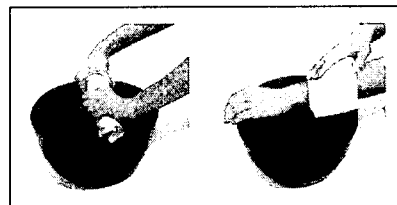
Relax
Diet
Treatment
Blood circulation
Healing



massage



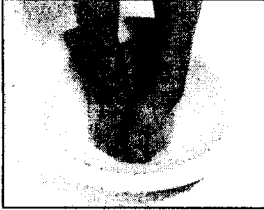
inhalation




압박

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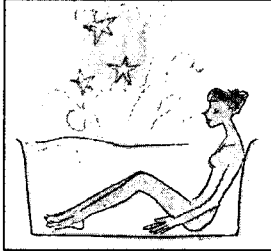
아모레퍼시픽



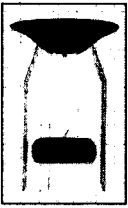
반신요법



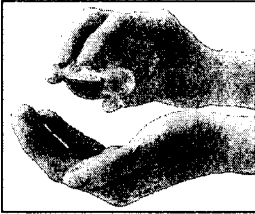
bath



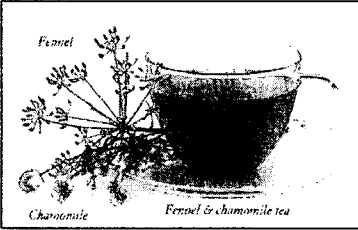
bath



방향



도포



음용
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4. The SPA experience

"your time to relax, reflect, revitalize and rejoice."

SPA Treatment Trend

- 동양, 아시아 유입된 트리트먼트
- 치료 형태 트리트: 화학 박피, 라이트 테라피
- 식품 및 식물 트리트: 그레이프씨드, 망고, 초콜렛, 코코넛, 바닐라, 설탕
- 핫 스톤 마사지
- 머드 목욕
- 데톡스 랩(Detox Wrap)



Fitness SPA



Resort SPA

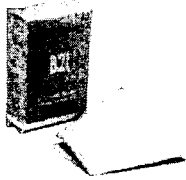


Mineral spring SPA



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Home SPA products



해초 thalasso-therapy
Slimming line(Orlane)



Lirikos thalasso-therapy
Body Line



식물성 및 바디 케어 스파 라인
Energie Spa (Yves Rocher)



Darphin "Hydro Relax Mini Spa Line"
말라카이트 주성분

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Strategic approach for well-being products in beauty

1. Lipolysis (body shaping)
2. Vitamins
3. Polyphenols
4. Naturals & organics
5. Anti-aging

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1. Body shaping

- cellulite, slimming
- bust care
- stretch mark . . .

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Studies for slimming

GALDERMA

6. Herniation Johnson & Johnson

8. Hill & valley (orange-peel) 진피층

7. Altered dermis (proteoglycan)

1. Lipid accumulation TG 피하지방층

SHISEIDO UCP

2. AC hyperplasia KANEBO

4. Toxic waste LANCÔME PARIS

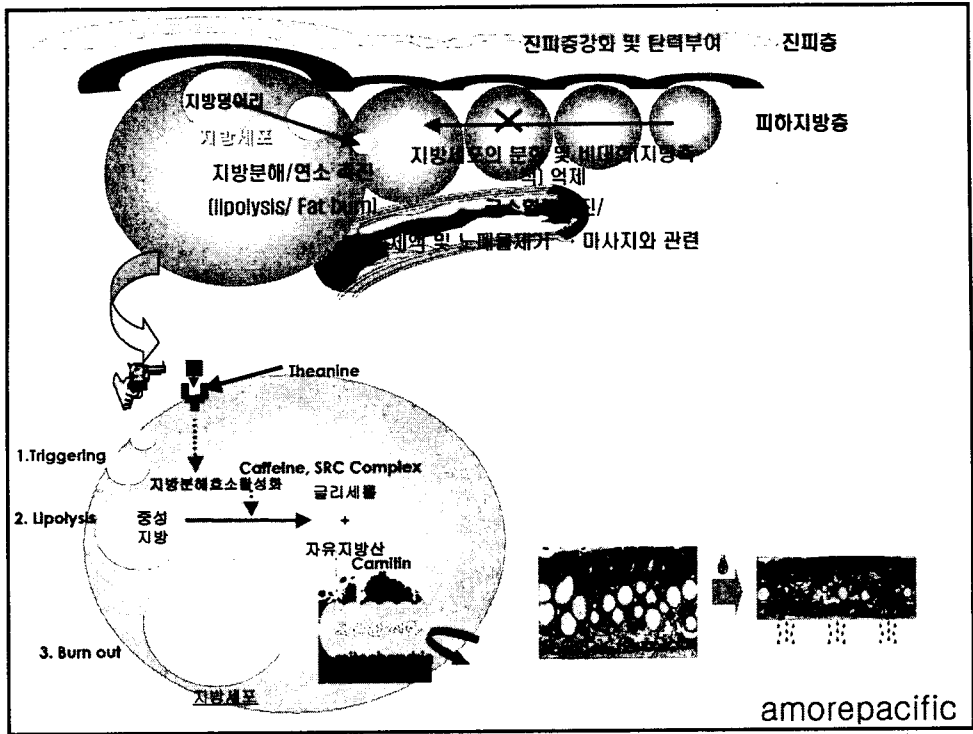
5. Edema LANCÔME PARIS

3. Steroid circulation

주요 상품 동향

- 시세이도 바디크리에이터 : 지방분해, 연소 / 카페인, 향기 -가네보 비타로소 : 지방분해, 연소 / 라즈베리케른,
- 비오렘 측: 신호전달지방분해/코코아 베타엔돌핀, 카페인
- CD 스펀트 : 지방분해 / 카페인, 에스폴로스. -CD 비키니 : 지방축적억제, 향기효과,
- 로레알 (2004) : 지방분해, 지방축적억제 / 카페인, glucose축적억제로 지방축적 억제.
- 에스티로더 : 지방분해, 연소, 지방축적억제, 콜라겐생성촉진 / 카페인, forskolin, 카르니틴, CLA
- 터평양 : 지방분해, 연소, 지방축적억제, / 데아닌, 카페인, 카르니틴, 식물추출물, 에센셜향

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2. vitamins in skin-biology

9 hydrosoluble vitamins :

- B group (B1, B2, B3 (=PP), B 5, B6, B12)
- Folic acid
- C, H
- very short life : quickly eliminated by the organism
⇒ need for constant supply

4 liposoluble vitamins :

- A, D, E, K and essential fatty acid F
- can be stocked in the organism
⇒ reserve allowing regular diffusion



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vitamins



- deep penetrating moisturizer
- stimulates cells proliferation/keratinisation & anti-inflammatory
- deposition and penetration on damaged hair
- natural source : yeast, soya, milk, fruits, berries, apricot, sweet almond



- Anti-seborrheic, normalize skin pH
- Stimulating (co-enzyme in skin cell metabolism)
- Play a role in the production of keratin
- natural source : yeast, milk, fruits (banana, lemon, sweet orange, sweet almond, berries), soya, wheat



- energy for cellular metabolism
- Protective and nutritive (anti-pellagra)
- Anti-inflammatory
- natural source : yeast, wheat bran, dry fruits, soya, apricot, sweet orange, peach, sweet almond



- Anti-infectious = stimulates immune defense system
- Natural anti-oxidant : free radicals scavenger, helps Vit. E to regenerate
- stimulates collagen synthesis, improves healing, Reduces melanogenesis
- natural source : apple, banana, lemon, orange, kiwi, passion fruit, papaw

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vitamins



- Decreases sebum production, prevent hair loss with D-panthenol
- Reported to have an effect on alopecia
- Most evidence so far has been obtained with oral therapy
- natural source : yeast, eggs, almonds, nuts, ginseng



- Stimulates mitotic activity and cells proliferation / thickens the epidermis
- stimulates collagen synthesis
- Regulates keratinization, Increases skin enzymatic activity
- natural source : milk, eggs, carrot, tomato, apricot, avocado, mango, peach



- Natural anti-oxidant, scavenges free radicals
- Anti-inflammatory : reduces erythema, helps in healing
- Stimulates blood micro-circulation
- natural source : wheat germ, corn, soy bean, banana, kiwi



- Essential to preserve barrier function of cell membranes
- Reduces TEWL (Trans Epidermal Water Loss) → prevents skin dryness
- natural source : borage, evening primrose oil, soy bean, wheat germ, rye, sunflower,

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3. polyphenols

Polyphenols are a group of vegetable chemical substances, characterized by the presence of more than one phenolic group. Their phenolic reactions produce gelatines, alkaloids and other proteins. The polyphenols are responsible for the coloring of some plants

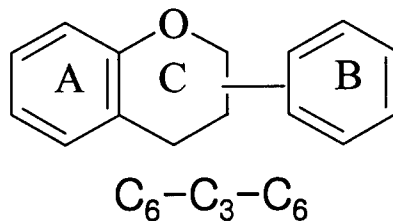
| | 정의 | 생리활성 | 유래 |
|------------|---|---|--|
| Tannin | 탄닌은 flavan-3ol의 중합체로서 pro-thocyanidin 이라고도 함 | 신체방어작용 물질 항산화 물질 | 꽃나무, 참나무과, 콩과, 꼭두서니과에 많으며 주로 미숙과실, 발아종자, 근층이나 세균이 침입한 조직에 축적한다 |
| Flavonoids | 2개의 방향족환과 3개의 탄소로 이루어진 탄소 15개로 된 일련의 C ₆ -C ₃ -C ₆ 화합물 | 항암작용 항산화 작용 항 바이러스 효과 항염효과 호르몬 작용 | 콩과 식물, 녹차 메밀, 강글류, 양파에 많으며 대부분의 식물에 존재 |
| Lignin | 두 분자의 C ₆ -C ₃ 단위가 산화적 축합으로 생성된 화합물 | 항암 혈압강하 간보호 소염, 항산화 | 연교, 두충, 산초, 후박, 염지, 우방자, 오가피등 유관속 식물에만 존재하며 목질부분에 존재 |

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polyphenols : flavonoids

Flavonoids are a group of chemical compounds naturally found in certain fruits, vegetables, teas, wines, nuts, seeds, and roots. Although not considered vitamins, flavonoids have a number of nutritional functions have been described as biological response modifiers; most act as antioxidants, and some have anti-inflammatory properties. Flavonoids have been shown to prevent or slow the development of some cancers.

Backbone



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polyphenols : flavonoids

6 subgroups of flavonoids

- ◆ *Isoflavonoids*: Genistein, daidzein, coumestrol
- ◆ *Flavonols*: Quercetin, Kaempferol, Myricetin, Isorhamnetin
- ◆ *Flavones*: Luteolin, Apigenin
- ◆ *Flavanones*: Hesperetin, Naringenin, Eriodictyol
- ◆ *Flavan-3-ols*: (+)-Catechin, (+)-Gallocatechin, (-)-Epicatechin, EC, EGCG, Theaflavin, Theaflavin 3-gallate, Theaflavin 3'-gallate,
- ◆ *Anthocyanidins*: Cyanidin, Delphinidin, Malvidin, Pelargonidin, Peonidin,



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4. naturals



Aloe

- A healing plant.
- Aloe vera supplies the body with vitamins, minerals and 18 amino acids. It also contains B vitamins 1, 2, and 6, vitamin c, niacinamide.



Gisenosides

- Rejuvenates the skin. Smooths visible effects of stress fatigue and environmental damage



Soybean

- Boosts collagen production
- Has estrogen-like properties beneficial for aging skin



Grapes

- Contain polyphenols. -10,000 times of Vitamin E
- Strengthens blood vessels
- Gives skin more resistance

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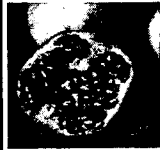
naturals



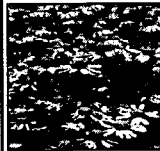
Green tea
 -Protects from free radicals
 -found to be 100x more effective than vitamin C and 25x more effective than vitamin E at protecting cells and their genetic material



Olives
 -composed of essential fatty acids it hydrates & softens. Pits can be ground up for an exfoliant
 -leaf extract have powerful healing and antioxidant properties



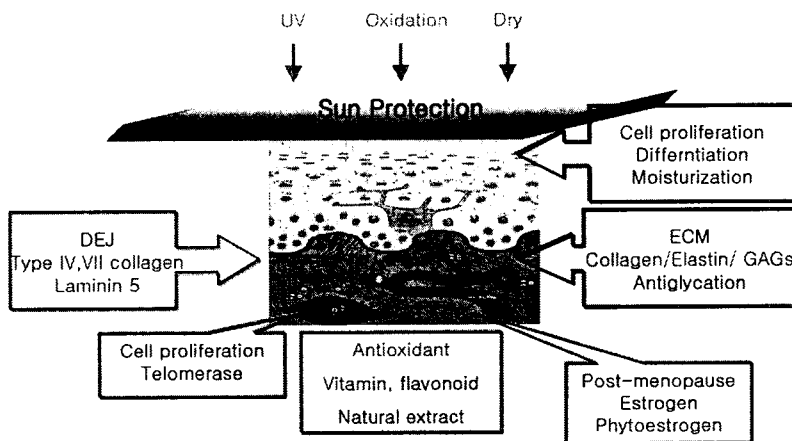
pomegranate
 -Have a high concentration of polyphenol
 -contains ellagic acid "the most powerful antioxidant known to man"
 -prevents pre-mature aging, also boosts products SPF



Chamomille
 Anti-stress, sleeping
 aromatherapy

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5 anti-aging strategy



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anti-aging naturals

- ◆ Fibroblast 증식: 시호 (saikosaponin b1, b2) - type VII collagen ↑
- ◆ UV Protection:
 - 농선화추출물 (naphthoquinone 류) - 활성산소소거, 멜라닌 억제
 - 에델바이스추출물 (flavonoid, chlorogenic acid) - 단백질 산화 방지
 - 월견초추출물 (USFA, polyphenols) - singlet oxygen 발생억제
 - 호마추출물 (lignan glycoside) - radical 소거, 지질과산화 억제
- ◆ Hyaluronic Acid (HA) Production: Provitamin A - HAS3 발현유도
NAG - keratinocyte에서 HA 생성촉진
☞ RA: KC에서 HA 생성 증가, HAS3 발현증가
- ◆ Hormone-like Activity: Red clover isoflavone - 피부두께, 주름개선
- ◆ 생체관련물질, Vitamins : Vit E, VC-IP, VB6-IP, Ubiquinone-10 -
항산화, radical scavenging, MMPs inhibition, collagen synthesis
- ◆ Gelatinase Inhibition : 울금 (curcumin) - DEJ protection
- ◆ 그외 구기자, 석류피, 은행잎, 보리수, 사탕수수, 등자꽃, 당근, 붓꽃, 카이네틴, 녹차, 대두, 맥아, 쑥, 흑태, 빈랑자, 울피, 산삼부정근, 여성초, 영지버섯

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anti-aging - natural antioxidants

녹차, 토마토, 적포도, 은행, 솔잎, 올리브유, 가자, 고추나무
오렌지필, 산사자, 금모구척, 해바라기씨, 마로니에, 아이리스
연교, 우방자, 옥죽, 당귀, 포도씨, 로즈마리, 세이지...



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anti-aging : mechanism

| Mechanism | 제 품 |
|----------------|--|
| DEJ | Renergie Lift (Lancome), Age Perfect (L'Oreal P), Ultra Correction (Chanel), Lisse Expert (YSL) |
| Anti-Glycation | Age Fitness (Biotherm), Age Delay (Chanel), Anti-gravity (Clinique) |
| Hormone | Absolue (Lancome), Novadiol (Vichy), Substantific (Guerlain) |
| Anti-Oxidant | Primordiale Intense (Lancome), ActivFutur (L'Oreal P), Urban Active (HR), Age Fitness (Biotherm), a-Flavon (Nivea), Age Away (Hera), Wrinkle Perfect (Laneige) |
| ECM | Re-Surface (Lancome), Re-Pulp (Biotherm), Diminish (EL), Power A (HR), RetiC (Vichy), Phenomen-A (CD), Effaceur Rides (L'Oreal P), Collagenist (HR), Retinol 2500 Intensive (IOPE), Stop Signs (Clinique), Revitalift (L'Oreal P) Signs Treatment (SK-II), Visible Firm (Neutrogena), ActifPur (Roc), Stop Signs (Clinique), Model Lift (CD) MMP: Chronoblock (Roc), |

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anti-aging : mechanisms

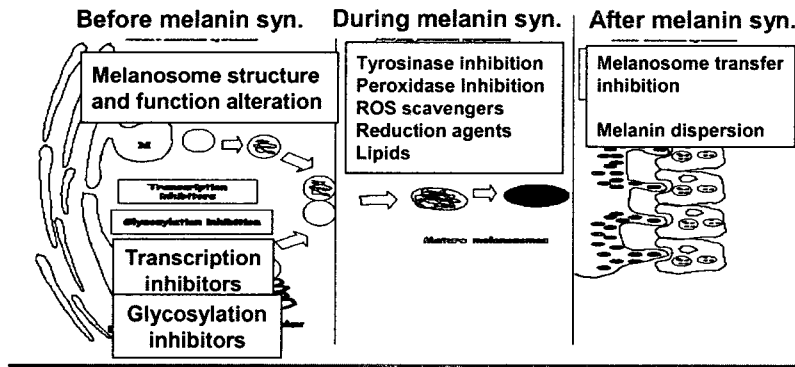
| 기능 | 원 료 |
|--------|---|
| 항산화 | Tococysteamide (Estee Lauder), Glucosyl Rutin (Nivea), Isoquercitrin (Nivea), Ubiquinone (Nivea), Orapoxide (CD), Ergothionein (CD), Olive (Biotherm) Grape Polyphenol (L'Oreal P), Tocopheryl APPA (Amore Pacific) |
| 식물성호르몬 | Soy Isoflavon (Lancome, Vichy), Peony Isoflavon (Guerlain), Wild Yam (Lancome), Red Clover Isoflavon, Iris Isoflavon (Decleor), Isogen (Amore Pacific) Cf) Kinetin (Almay, CJ) |
| 당화 저해 | Carnosine HCl (Clinique), Agycal (Chanel), Olive (Biotherm), Retinol (Lancome) |
| 각질,보습 | Glucosamine (Estee Lauder,Clinique), Cholesterol Sulfate (Clinique) |
| 생리 활성 | Coenzyme R (Nivea), Creatine (Estee Lauder), Adenosine (HanKook), Optitelomerase (CD) |
| DEJ | Gluc-peptide (YSL), CURE Complex (CD), Adhesioderm (Chanel) |

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whitening

Naturals for whitening :

상백피(Mulberrin), 닥나무(Kazinol F), 박, 상황, 알로에,
대나무 속살, 반하, 소목, 굴나무, 목단, 신선초, 감잎, 연꽃,
천문동, 감초, 오이, 고삼, 에틸비스, 은행잎, 쑥



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Key mechanism of de-pigmentation

| Materials | Mechanisms | Remarks |
|------------------------------|--|---|
| Sunscreen agents | Cuts off UV | No effect on Pigmentation except blocking UV |
| SOD Glutathione | Scavenges free radicals | Obscure effect, not stable |
| Glucosamine Galactosamine | Inhibits tyrosinase synthesis | No specificity to tyrosinase Potent cytotoxic effect |
| Arbutin | Inhibits tyrosinase activity | Obscure effect |
| Hydroquinone | Cytotoxic effect on melanocytes | High toxicity to the skin |
| Tocopherol Vitamin C der. | Reduce melanin formation | Obscure effect Not stable |
| Azealic acid | Stimulates melanin elimination through the keratinocytes | Obscure effect |
| AHA Vitamin A | Enhance cell regeneration, Exfoliate the skin | Obscure effect Skin irritation |
| Licorice extract | Inhibits tyrosinase Scavenges free radicals | Obscure effect |

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결론: well-being 상품 개념 전개

- 고비용이 아니어도, 많은 시간을 들이지 않아도,
 - 많은 사람들이 건강과 아름다움을 쉽게 실천할 수 있도록
 - well-looking뿐 만 아니라 real health까지 고려한
 - 절제의 즐거움, 정신적인 풍요로움을 함께 주는 상품
- 뷰티 개념의 확대 : 각종 운동, 절식, 요가, 스파, 피트니스, 찜질방...
- 안심감 : organics, safety, stability
 - 신뢰감 : quality package
 - 윤리감 : green movement, 사회 기여적인 상품

비:외적인 건강과 아름다움을 추구하는 뷰티, 뷰티의 웰빙 추구

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