

## **Study of the young group men's cosmetics by the different field fusion**

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The world cosmetics market is increasing year by year, and overseas there is also an increase in men's cosmetics. However, the men's cosmetics market has been sluggish in Japan. If this problem could be solved, the cosmetics industry in Japan would expand dramatically.

In this study, we take advantage of the characteristics of our students (the number of male students is large, there are students of a wide range of ages from 15 to 22 years old) and the faculty in different fields (Department of Chemical and Biological Engineering and Department of Business Administration). He worked to identify problems with the spread of male cosmetics and to develop cosmetics required by young men. In this paper, a prototype hand cream was synthesized using oranges produced in Yamaguchi. We conducted a questionnaire evaluation using this prototype hand cream and two types of commercial products. The evaluation is conducted in the form of a questionnaire with five-point scale, mainly for those aged 15 to under 20 years.