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Milbon Received an Excellent Presentation Award at the JSKE 21st Spring Academic Conference

-Analysis of the Effects of Hair Color and Lip Color on Facial Impressions-

Milbon Co., Ltd. (head office: Chuo-ku, Tokyo, President and CEO: Hidenori Sakashita), a manufacturer of salon-exclusive haircare products and cosmetics, has statistically analyzed the effects of hair color and lip color on facial impressions, demonstrating that they play distinct roles in shaping overall impressions.

This result was presented orally at the JSKE 21st Spring Academic Conference and received an Excellent Presentation Award. The award recognizes young researchers whose abstracts, research objectives, presentations, and responses to questions demonstrate excellence, and who are expected to contribute to the development of future research.*

[Award Overview]

Conference: JSKE 21st Spring Academic Conference

Title of presentation: Proposal for Self-Expression through Hair x Lip Color Design—An Attempt to Create Affective Value from Beauty Salons to the Community

Presenter: Manami Morisaki

[Research Overview]

Milbon engages in research and development to enhance the unique value of hair salons by supporting customers in creating overall impressions, with a focus on hair and including makeup.

In recent years, the range of hair color options has expanded, broadening the possibilities for self-expression. It is widely recognized that changing hair color alters the overall facial impressions, and lip color is also a factor influencing facial impressions. However, limited research has systematically analyzed the extent to which combinations of hair color and lip color affect facial impressions.

Therefore, this study analyzed the effects of hair color and lip color on facial impressions to expand the range of proposals to shape impressions at hair salons and to enable customers to achieve more satisfying beauty experiences. Based on the statistical analysis using 24 composite facial images combining six hair colors and four lip colors (see the figure below), the results indicate that hair color is involved in shaping overall facial impressions, while lip color alters impressions, thereby contributing to the adjustment of perceived mood.

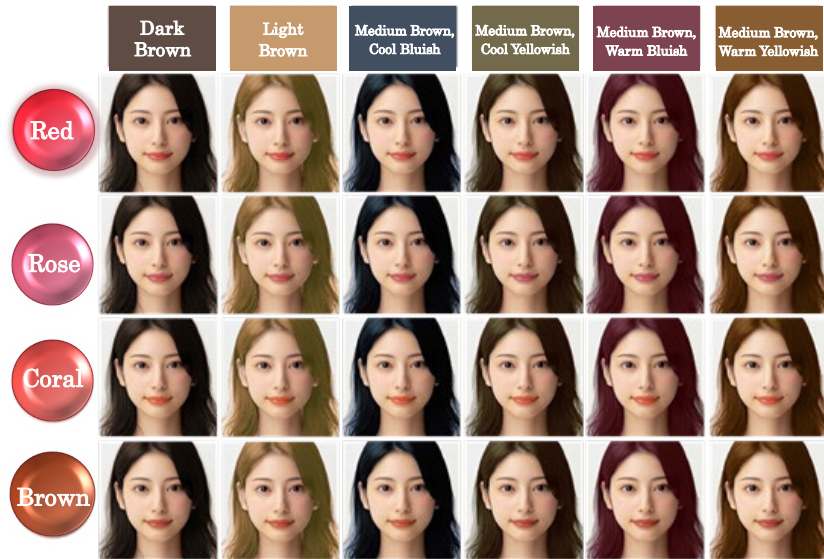


Figure. Composite facial images of the six hair colors and four lip colors used in this research
Created using generative AI (Microsoft Copilot)

[Future Vision]

Based on the findings of this research, we will expand the possibilities of proposals to shape impressions unique to hair salons. Milbon is committed to supporting customers to create overall impressions, focusing on hair and including makeup.

* Reference: Japan Society of Kansei Engineering <https://www.jske.org/about/> (in Japanese)

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