

An empirical study on directions of cosmetics

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The purpose of the present study was to examine the effect of directions of cosmetics on people's understanding of risk. In communicating risks to people, even if they are provided with accurate probabilistic information, there may be great difficulties dealing with the uncertainty associated with evaluating probabilities. The first experiment was conducted to examine the effect of graphical representation on understanding probabilities. As the result the experiment, though, the graphical representation of probabilistic information did not improve subjects' understanding of risk. Then the survey was conducted to examine the attitudes towards cosmetics and warnings of cosmetics among women. The result revealed that instructions and warnings of cosmetics did not attract attention among the subjects. No relationship was found between the subjects' attitudes towards technology or cosmetics and attention towards warnings. The implications of the results were discussed.