

Press Release

**90% of respondents troubled by summer masks;  
Concerns about heat, ruined makeup, skin irritation/acne, and mask tan**  
- Tips for wearing a mask comfortably in summer -

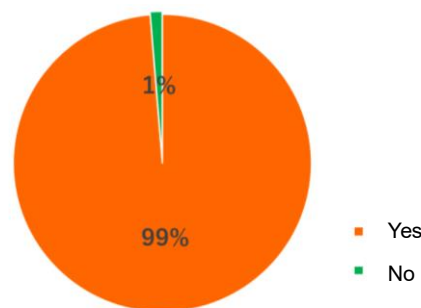


Shiseido conducted an online opinion survey about wearing masks in summer.\*1 As many as 99% of respondents expressed concerns, which are expected to become more severe as temperatures and humidity rise. There are ways to be comfortable wearing masks during summers.

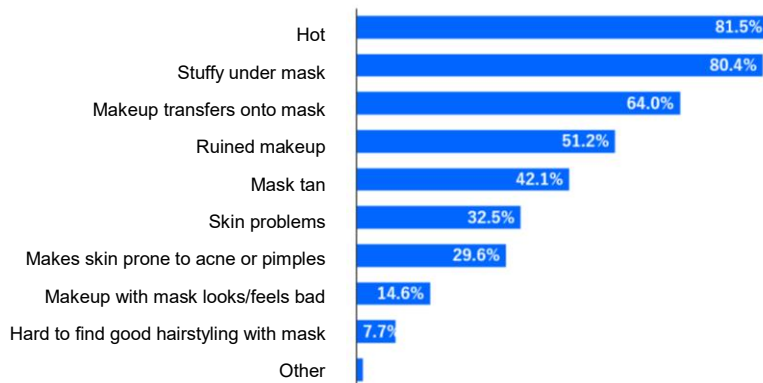
\*1 Online survey conducted June 9-10, 2020

Respondents: 520 women aged 18-59 who “applied makeup five or more days a week before the coronavirus pandemic” and “wear a mask while out in the past one month with about the same or greater frequency compared to when not applying makeup.”

■ Do you have concerns about wearing a mask while you're out during the hot summer season?



■ **Concerns about wearing a mask while out in the hot summer season**



When wearing masks in summer, feeling “hot” (81.5%), was the top response, followed by “stuffy under mask” (80.4%) with heat and stuffiness accounting for more than 80% of concerns. Following these are makeup problems, with 64.0% worrying about makeup transfer and 51.2% about ruined makeup. The survey also showed concerns about various skin troubles, such

as mask tan (42.1%) and susceptibility to skin problems and acne or pimples.

**Tips for wearing a mask comfortably in summer**

Here are simple tips and techniques you can use easily to address major concerns from the survey.

**1) “Wipe off sweat” and “cool” to deal with summer heat**

It is important is to wipe off sweat completely and cool high-temperature skin areas. Cooling the neck and décolleté (lower neckline) before the face promotes temperature decline in the skin, helping you stay more comfortable.

## 2) Use water when applying foundation or finishing mist to prevent makeup transfer and ruined makeup

Stay-put foundation or primer can help makeup look fresh by preventing ruined makeup or color irregularities due to sweat, friction, and moisture. Using water\*<sup>2</sup> allows your foundation to melt into the skin creating a seamless finish with a cool feeling and no stickiness. You can also arrange your own ways that are easy to apply, such as finishing just with primer and powder, or preventing ruined makeup with a finishing mist.

\*<sup>2</sup> Using water = Applying foundation with a wet sponge



**[How to apply foundation using water]**  
Wet your sponge completely. Then, squeeze hard until no more water drips out and only one-third of it is left wet. Spread the remaining water evenly on the sponge, dab it with foundation, and apply.

## 3) “Mask tan” protection is a must, and care also should be taken with “under-mask tan”

The amount of UV rays is at maximum during midsummer. Besides concern for irregular “mask tan” in covered and uncovered areas, care also should be taken regarding “under-mask tan” since UV rays pass through the mask leading to a tan underneath it. Apply sunscreen both to covered and uncovered areas to block UV rays. The area under the mask is hot and humid, creating a harsh environment for the skin. Sunscreen easily comes off when the mask rubs against the skin in the process of putting on and taking off a mask. Choose sunscreen that is resistant to sweat, heat, and even friction. Apply sunscreen with special attention to “easy-to-rub off” areas.

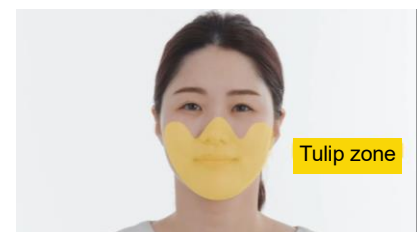
### **[Three tips for applying sunscreen to prevent mask tan and under-mask tan]**

#### ● **Tip 1: Add an extra layer of sunscreen to “tulip zone” where sunscreen easily rubs off**

Take an appropriate amount of sunscreen in your hand, apply a little to five points (cheeks, forehead, nose, and chin), and spread evenly all over the face. Add an extra layer to the “tulip zone” (cheeks, nose, chin, and face line) where sunscreen is easily rubbed off by the mask.

#### ● **Tip 2: Beware of “tulip zone” again when reapplying**

Reapply sunscreen more frequently than usual when wearing a mask. Pay attention to “tulip zone” (cheeks, nose, chin, and face line), where sunscreen is easily rubbed off by the mask.



Fit mask with care to tulip zone (cheeks, nose, chin, face line)

#### ● **Tip 3: Spread on skin using back of hands**

Use your hands like cat’s paws and apply sunscreen thoroughly to the skin to add a finishing touch.



Apply sunscreen thoroughly to skin with back of hand

## 4) Use skincare items for sensitive skin to address face mask-related skin problems and acne, and improve skin’s innate moisture barrier function

Repetitive rubbing when putting on and taking off a mask causes the stratum corneum to easily peel off, deteriorating the skin’s barrier function. It promotes moisture transpiration and makes the skin sensitive and highly prone to damage. The area underneath the mask is highly humid due to breathing, creating an environment where various acne-causing germs tend to grow. Remove impurities carefully using hypoallergenic cleansing items without stressing the skin after taking your mask off. Then, apply skincare items for sensitive skin or with non-comedogenic formula to improve the skin’s innate moisture barrier function, keeping the skin beautiful and healthy.