

FOAM SUNSCREEN FOR KIDS

2014/03/21

Tokyo University of Marine Science and Technology

Rina, Reiko, Fuko, Sorami

OUTLINE

- Our project
- About sunscreen
- Fact in Japan
- Fact in Singapore
- We discussed in Singapore
- Proposal from us
- references



OUR PROJECT

~SUGGEST NEW PRODUCTS FOR UV PROTECTION SOLD WELL IN SINGAPORE~

Facts

Many foam products + Many sun blocks
for children

Hypothesis

Foam sun blocks for kids

Research

Singapore's tendency to protect kids from UV

Suggestion

New sunblock



In Japan



In Singapore

BOTH SIDES OF UVS

10 minutes
is enough

Good points

Sterilize

Growing bone

Energy

Bad points

Sunburn and stain

Damage the gene

Decline immunity

Till 18 years old,

we are exposed the **50%** of UVs we receive in our lives.

SUMMERY-FACTS IN JAPAN-

I . Many sun blocks

➡ Feature is important

II . Interest in child sun blocks

➡ Great demands

III . Many FOAM products

➡ Merits of FOAM



FACT IN SINGAPORE



WHAT WE DID IN SINGAPORE

- Interview to various people and various place
- Discuss with NTU students and us



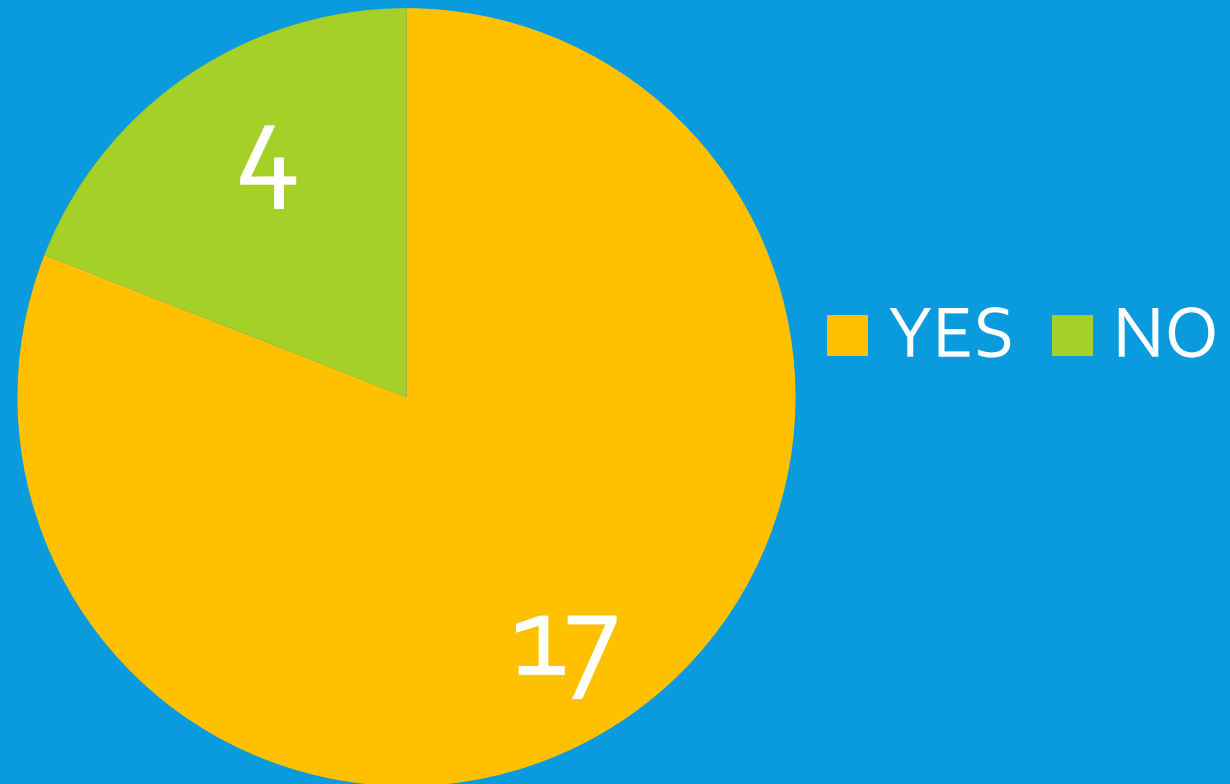
It is needed to take preventive measures against UVs for your kids?

-Who -

From 21 parents

-Where-

- Shopping mall
- Library
- Playground
- Primary school
- Child care center



What Type of Sunscreens Do You Use for Your Kids?

-Who -

From 16 parents

-Where-

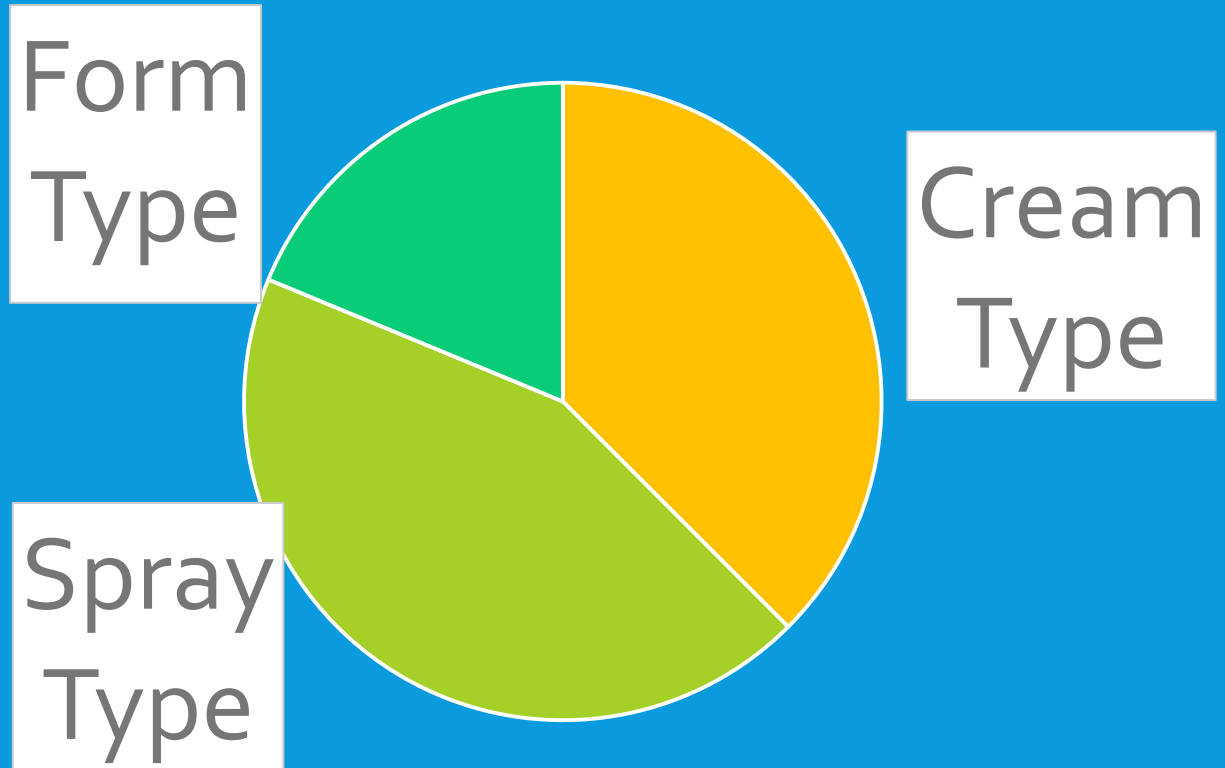
Shopping mall

Library

Playground

Primary school

Child care center



Information from Interviews

I Knowledge about sunscreen

→ many people knows

II The frequency using sunscreen products

→ for daily or water activities

III After care

→ some people want

Information from survey-about Foam-

- Positive

easy to bath
fun for kids
can dry soon
want to try

- Negative

don't know
feel weak
can't trust



Depend on the advertisement

WE DISCUSSED IN SINGAPORE

Type; Cream + Spray

Cream
type



Spray
type

Foam type



New Type ~ Foam



Good 😊

1. Softly
2. Smoothly
3. Novelty
4. Unevenly

Bad 😞

1. Get their hands dirty
 2. Unfamiliar
- 



PROPOSAL FROM US

What please Kids?

- Colors
- Fruit flavors
- Illustration
- Foam



Embodiment

For daily

For water
activities



Aftercare
milk

REFERENCES

- <http://matome.naver.jp/odai/2130931673485373101>
- <http://www.mamahug.com/>
- <http://www.tbs.co.jp/gacchiri/>
- http://www.kenko.com/product/seibun/sei_722082.html
- http://www.ueno-kids-clinic.com/topix/topix_03.html
- <http://ja.logovaults.com/logo/1495-johnson-and-johnson-logo-eps>
- <http://www.tampei.co.jp/products/CB/>
- <http://matome.naver.jp/odai/2130931673485373101>

THANK YOU FOR LISTENING



Johnson & Johnson

