



優秀賞

THE LIBRARY HELPED MY DREAM COME TRUE

Second Prize

The library

Tottori Prefectural Library

Something everyone can use without worry...

With the Library, we perfected worry-free safe facial soap from sunflower oil

Tottori City

Yoko Yokohara (ChouChou French Notions Shop)

READ THIS WAY

The library feels close at hand. I used it at least once a month, borrowing picture books for my children.

Tottori Prefectural Library

We opened our renewed expanded shop in September 2015. Really want our own original products, too. But what'd be best?

What a beautiful shop!

September 2013 I opened a shop featuring French notions, which I love, in a location left me by my grandfather.

I heard that the library offered business support services...

maybe now's the time to use them.

A-a-all right! Soap from sunflower oil!

That's it!

Right I'll see what I can find.

I'd like to know how efficacious sunflower oil is, and the number of atopic dermatitis patients, too.

Let's go talk to the library!

It'd be good to have something to use every day.

I heard some were using sunflower oil on kids with eczema.

What about soap?

Soap. Yeah!

My daughter has a food allergy. I represent the Parents with Food Allergy Children Group... and I heard something from co-workers.

Difficult as it was, sunflower oil facial soap made the grade!

Soft and springy to the touch

Searched at the Prefectural Library even more.

Soap is a cosmetic, and finding the right words for packaging was difficult.

That's right. You cannot use words that make the product seem to have pharmaceutical effects.

What? Can't use those words?

A new barrier—the Pharmaceutical Affairs Law.

The product's coming together. Now, gotta get the right package.

X Moisturizing effect
X Smooth skin
X Good for your skin

Meeting with cosmetics company

Gotta make a pamphlet for the trading company presentation.

We'll do our best to nurture the "San Luciel" brand of cosmetics with sunflower oil.

So much to do. So much fun. Gotta hang in there!

What shall I do about contracts with sunflower farmers?

Lots of ideas from lots of people led to better products with each batch.

Be better with more lather.

Uh-huh. Hmmm. Yes. Yes. That's right.

I like this, too!

My children say it feels good. They like to use it.

Great!