

嘉南藥理科技大學
化粧品科技研究所

碩士論文

台灣溫泉應用在清潔及保養品之研發與行銷策略探討

A study on the feasibility of skin care products derived from
Taiwan hot springs: Research, development and marketing
strategies

指導教授：林清宮博士(Dr. Ching-Gong Lin)、

共同指導：陳榮秀博士(Dr. Zong-Shiow Chen)

研 究 生：詹馥妤(Fu-Yu Chan)

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摘要

近年來，國際溫泉產業應用有朝向美容醫學領域的發展趨勢，台灣蘊藏豐富的溫泉資源，但實際運用於美粧產品之開發仍相當匱乏，因此本論文將利用台灣豐富之溫泉水資源，進行化粧品之開發，並探討溫泉菌在化粧品之應用效能，內容包含溫泉菌安全性及皮膚或毛髮之功效評估，經過配方設計及行銷策略探討，期未來能實際應用於化粧品產業。

由於本實驗室所純化之溫泉菌具有蛋白質分解能力，因此應用在清潔類商品如洗髮精、沐浴乳以及保養用的去角質凝露及面膜等產品之研究開發。經過定性分析結果顯示溫泉菌在不同 pH 值、溫度時活性有不同變化，雖然配方中的防腐劑及乳化劑會降低溫泉菌活性，但仍具有皮膚去角質效果。

在行銷策略擬定方面，對於國內遊客以行動行銷為推廣主軸，目標族群鎖定持有智慧型手機之用戶，即機型為 iPhone 及 android 系統手機之族群，正符合此類商品主要訴求的年齡族群；對國外遊客，則以意象行銷為推廣主軸，結盟相關同業平行整合及異業垂直整合，並結合認證組織對此類新產品進行形象包裝，使溫泉應用產品在行銷上更具說服力與競爭力。

關鍵字：溫泉、溫泉菌、化粧品、保養品、行銷策略

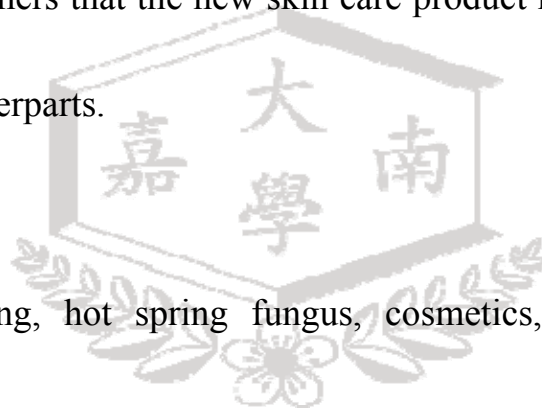
Abstract

In recent years, the international hot spring industry utilizes its own resources in the development of the cosmetic medical field. Taiwan is a country abundant of its hot springs resources, but its skin care products are not as competitive as the well-developed cosmetic products from the US. In this study, the hot spring water resource of Taiwan will be utilized in the development of new cosmetic products and the capability of the hot spring fungus in its application as an ingredient in cosmetics will be evaluated. The study will also include the design and sale of the skin care products throughout tactics discussion based on buying patterns of consumers.

Purified hot spring fungus contains proteins that have the ability to decompose, which could be applied in cleaning products such as shampoo, shower milk bath and facial wash products. Results reveal that the activity of the hot spring fungus is affected under different pH and temperature. Addition of preservative and emulsifier in the product could reduce the activity of the hot spring fungus and could still maintain its good cleaning abilities.

In the marketing strategy, the buying patterns, shifting trends and new

market trends are taken into account for the advertisement and packaging of the new skin care products. The new product line should be repackaged as to attract both local and foreign customers alike. The new package would also play an important marketing role in terms of its shelf appeal, to offer interesting product information and to create a new brand image and awareness. In totality, the role of packaging in the marketing environment is vital in influencing and convincing the customers that the new skin care product has a competitive edge to its American counterparts.



Keyword : Hot spring, hot spring fungus, cosmetics, skin care products, marketing strategy