ABSTRACT

The present invention provides an O/W emulsion composition which stimulates little when used on the skin, is safe, can be preserved stably over a long period of time and has excellent feel when used by adding 40 wt% or less of a specific oil component relative to the total amount of the composition to partially saponified polyvinyl alcohol of which a degree of saponification is 70 to 96 mol% and a carboxyvinyl polymer and adjusting the pH to 3.5 to 8.5. This can be used in the same form as generally used agents, such as creams, lotions, ointments, gels and sprays.