

Perception of Skin Bleaching: The Shallow Trend Rooted Deeply Within

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Introduction

In the last ten years a new form of skin bleaching product has developed. Steroid creams are now being used at an alarming rate by people of African descent and other minority groups in an effort to become white or lighter. These creams have life altering and fatal affects on the human body, yet even when warned of its danger many still continue to use it. Skin Bleaching has become an addiction that needs to be cured. But, like with all addiction the source of the problem must first be identified before the healing can begin.

Bleaching Creams Contain:

Hydroquinone

A Chemical that is applied to the surface of the skin that causes hypopigmentation

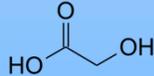


The molecular formula for hydroquinone is $C_6H_6O_2$.

- The FDA has banned any product containing more than 2% Hydroquinone from being sold over the counter
- Used in film developing products

Alpha Hydroxy Acids

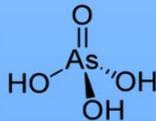
Fruit acid that is used to facial chemical peeling products



- FDA requires that all products with AHA contains only 10 percent or less of it

Arsenic Acid

A commonly used chemical in wood preservation



The molecular formula for Arsenic Acid is $AsO(OH)_3$.

- Sometimes used as a finishing agent on glass and metal

Products

Crusaders were Roman Catholic Europeans who fought with Muslims during the middle ages over the Holy Land



- Cake Soap is a Jamaican laundry detergent
- Reggae artists Vybz Kartel claims that it is responsible for his new completion
- He is now enduring his own brand of bleaching soap and has created a song about it

Do you see a difference in these celebrity?



People who use it (bleaching cream) have an inferiority complex; they unconsciously want to immolate the people in Hollywood.

-Distributor Lindell's Beauty & Barber Supplies 1352 FLATBUSH AV BROOKLYN, NY 11210

Top Five reasons people Bleach

Appearance:

- Our perception of beauty is influenced in many way by the media
- African-American women are often air-brushed or coated with heavy make-up to appear lighter
- Black women deemed iconic beauties are often of mix heritage

Racism:

Feelings of inferior to whites and seek a lighter completion for better opportunities

Colorism:

- Racism from within in a ethical group against people of a darker shade

“there’s a clear connection between skin color and socioeconomic status. It’s not some fantasy. There is prejudice against dark-skinned people, especially women in the so-called marriage market.”

- Dr. Glenn president of the American Sociological Association

Pressure:

- Many people bleach as a way of fitting in and keeping up with the latest trend

Addiction:

Once they start many are unable to stop

“I’ve been bleaching two times a day, everyday since I was 13.”

-Clifton Gardener Garrison Town, Jamaica

Dangers

Allergic Reaction

severe burning or itching of the skin
swelling of areas where skin bleach has been applied
Crusting on the skin could appear

Cushing’s syndrome

- Caused by exposure to high levels of the hormone cortisol
- Excess hair growth on the face, neck, chest, abdomen, and thighs
- Thins the skin and it becomes easy bruised
- Weak muscles

Skin Cancer

- Bleaching agents destroys melanin
- Melanin gives the body protection again skin damage from the sun
- Users are advised to avoid sun exposure



Conclusions

Americas influence on colorism is so deeply rooted and grounded into the American way of life, that as more countries become expose to Americans magazines and media they also begin to learn this idea that being dark skin is not good enough to make it.

Dark skin people feel that they are inferior to people of lighter skin or to white people

Skin-bleaching is being used not to tone the skin but to kill the melanin in the skin in an effort to be white.

It is an addictive disease that is cause by a form of Body Dysmorphic Disorder

As the usage of bleaching cream become for visible, more people have began to use it truing what was once a trend into an epidemic

References

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