



Iletocpn Creative Thinking

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2011-2012

Development and Presentation of Research

Into The Causes & Effects of Skin Bleaching Use in the African Community



Author KenyaSue Smart

**Acknowledgements**

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I also appreciate all the participants who took part in the study with the understanding that this report will be published with a view to improving health information and education relating to the health problems caused by using banned Skin Bleaching Products.

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Beyonce



Mshoza

Ochronosis



Executive Summary

This is a qualitative research project to raise awareness about the causes and effects of using banned skin bleaching products in the black community. The report will identify the history and root causes of this practice and identify illnesses that using these banned Chemicals causes, on users and the wider community. To establish who uses the products and the factors that influences use and Investigate the Black communities views on skin bleaching, and examine how these perspectives are formed.

The literature review presents journals and articles, from leading social scientists which depict Africans in derogatory ways, methods such as, scientific racism. In contrast publications from renowned African scholars who identify the constructs of white supremacy, thoughts and actions.

Exploring why there are no public health concerns, regarding the availability of banned products, and where the duty of care should rest. To date there has been little information signposted, about the dangers of the products. Although there is valid concern, the issue is not being taken seriously. The problem is widespread in the, African, America, Caribbean Asia and Globally. This report is concerned with effects on the Black community and sets out to:

- a) Identify patterns and trends of use and the skin disease caused by long term application, and what motivates use? And what the desired outcomes are for users (satisfaction elements) what connections "if any" are there between historical factors and Current impacts of racism?
- b) Provide evidence of the lack of structures currently in place, to raise public awareness of the dangers of skin bleaching chemicals, and to highlight the serious health concerns, which are linked to the development of cancer.

c) To initiate a campaign that will examine the role of public authorities' responsibilities & duty of care to protect all the community from the consistent trafficking, of illegal substances that are noted health hazards.

The review also sought ideals of Race and beauty to further establish if media advertising, the impacts of racism, historically and currently, influence attitudes and behaviour.

Participants engaged in the research practising skin bleaching were women of African and African Caribbean heritage living in the UK. The black community views were gathered from the wider African and African Caribbean communities, male and females living in the boroughs of Lambeth, Lewisham and Southwark .The topic raised issues of, influences on empowerment of women, impacts of racism, media bias, family relationships and self identity. Organisations with a remit for protecting public health were contacted in the 3 boroughs, also Trading Standards and Cares of Life Maudsley Hospital S.L.A.M, because of the sensitivity of the practise, it was appropriate to use triangulation of 3 methods, which afforded confidentiality.

The first the Community Radio Focus Group, secondly Telephone interviews using structured Questionnaire and email survey to the Trading Standards departments of Lambeth Lewisham & Southwark and Dr Dele Oladeje of Maudsley Hospital South London "Cares of Life".

The research was participatory in the broader sense, a public focus group on Galaxy 102.5FM, on 19 Nov 2011 to launch the project, and attract more participation.

The results of the study raised issues for further action, which are reported in the Summary and recommendations.



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1. Sammy Sosa Pro-American Baseball Celebrity*



3. Extreme bleach burns*



4. Model Iman





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5. Beyonce after and before



6. South African Sowoso Singer Mshoza



7. Vybes Cartel Product * 8 Vybz Cartel Before/After



**Chapter 1:**

It has become increasingly difficult to ignore that fact that Skin Bleaching use has a major health concern, in Global Black communities. The practice involves products containing banned chemicals such as Mercury and Topical Cortisones to remove the dark pigment of melanin* from the surface of the skin.

Research to date focuses on the effects of the practice, limited information is gathered about what the practice aims to achieve for the users or their expectations. The focus of the research is to examine views and opinions, which influence and motivate use, also gather the views and opinions of the wider Black community. The report sites literature reviews from specialists on the impacts of racism.

The area of study is of interest to me, as woman of African heritage, an activist volunteer working in the community for over 20 years. I grew up in a white environment, the progression and development of my community has always been my interest and importance. The subject was first approached when, as adult reading journals and Articles of African children's experiences, in the care of white foster parents. These harrowing accounts recalled incidents of children being racially and sexually abused - some resorted to using household bleach, in an effort to remove their beautiful skin. .

The study sets out to examine the early constructs of racism, to determine If the impacts of colonialism, enslavement and racism are still, impacting on the African community,

We cannot negate those difficulties in challenging skin lightening behaviour stems from the reality of Black people's situation, and how communities of African & African Caribbean heritage are treated historically and presently. This can also be reflected in relation to the barriers acquiring the basic needs of human life, such as decent housing, access to quality education, employment, and land encroachment In Africa, immigration issues and the disproportionate numbers of Black people in the penal and mental health system.

During the research process I had to reevaluate my own assumptions on the issue in contrast to the realities of participant's experiences, remaining objective to the responses both from users and community members. The subject was met with some resistance from users, community and local authorities.

9a.* Banned Chemicals advertised in Palmers products





(ii) The purpose of your research

The purpose of the report is for a collective response to address the concerns, the practise can be lethal, and so there is an urgent need for the community and wider public to be informed... I will argue that public bodies responsible for the protection of public health, Medicines and Healthcare Regulatory Agency M.H.P.R.A and Trading Standards Departments have failed in their duties to act in the best interest of the public.

In order to question why? This Health problem has not gained any critical publicity, other than the sensational reports focusing on the damage of users in the media.

Media advertising in the 1950's promoted skin bleaching, to achieve a whiter, lighter appearance, the poster campaigns boasted Hydroquinone as an active ingredient to obtain bleaching results, the marketing potential is worth millions, it is a lucrative trade. I would like to highlight the fact advertising of products containing banned chemicals, continues today.

Hydroquinone is considered the primary topical ingredient for melanin inhibition; research has now discovered destruction of melanocyte cells which depletes melanin... Obtained by prescription, but can be obtained easily for a price. **Use of this dangerous chemical is linked to the development of cancer.** Some of the products contain high amounts of mercury.

Symptoms of overuse of Hydroquinone are: Swelling of the face and back, presenting a bleached out complexion on the face and surface skin (the panda effect). The user will develop large concentrated patches of melanin (Ochronosis) on surface skin, (the panda effect) acute acne, sensitivity to the sun, irritability, nervousness, fluid retention, thinning of the skin, collagen damage, susceptibility to skin infections, liver damage and ultimately organ failure. Users will experience extreme pain, and be more likely develop psychologically problems.

The report sought to gather information on the issue, raise the profile by informing the wider public and presenting evidence to the community, health authority and local government, towards the development of a health campaign for culturally appropriate services, and lobby for health promotion drives highlighting the dangers.



iii) Literature review

Skin Bleaching /lightening practises have now reached pandemic proportions here in the UK, Africa, Asia, Caribbean, and the USA. However the practice is not a new phenomenon. The colonial history of Africa's subjugation by Europeans brought about subjective interpretation on Race and beauty, redefining European characteristics of Whiteness and beauty symbolic of purity and superiority defining Africans from imperialist standards as demonic, Black ugly savages an indicator of supposed inferiority, these mindsets set the context for behaviour, I will allude to how these were constructed.

There is a considerable amount of literature which documents, From the 17 century onwards in the Caribbean on plantations, enslaved African women would be preyed on by the Masters, when children were born, they would receive more favourable treatment, and live in the house, they were called "mulatto".(1) Their complexion being lighter. When sold, were promoted as higher quality stock on the auction block because of the drop of superiority "white blood."(2) This engineered internalised oppressive behaviour between the two groups. The dark skinned enslaved Africans were made to suffer hard labour in the field, from sun up to sun down.

In 1556, an open Declaration issued by Queen Elizabeth 1 to the Lord Mayor of London, complained about "Late divers and Blackamoors brought into the realme, of what kinde there are already here to maine". (3) An indication of earlier negative attitudes towards Blackness, The complaint continues "great numbers of Negars and Blackamoors crept into the realm". Failing to mention at this time Britain maintained a strong hold in the colonies the major stake holders of trafficking of African people for Slave labour.

Psychoanalyst, writer and philosophy Franz Fanon sites this behaviour .(4) **"As a result of the inferiority complex engendered in the mind of the Black Subject, he will try to appropriate and imitate the cultural code of the colonizer"** The behaviour, Fanon asserts, **is even more evident in upwardly mobile and educated Black people who can afford to acquire status symbols".** Printed in 1952, Fanons Assessment on the effects of racism, its impacts on behaviour which transcends class constructs,

"Always black never fully human, no matter how much educated you have and how you act." Further to this. Fanon asserts the **"black man has to escape the association of blackness with evil by donning white masks."** Making this connection is essential to understanding skin bleaching practises, we live in a in a society that affirms white supremacy as normal and Africans culture, with all its attributes are depicted as abnormal. These views are reinforced by the introductions of science into the equation.

The 1700, saw the escalation of scientific racism, British colonial administrator **Edward Long**, published a simple classification of Race in The History of Jamaica, Long asserted the **"African was devoid of genius and incapable of civilisation" 1774** (5) along with other respected intellectuals, articles, books and journals were published, using anthropology, psychiatry and later eugenics to reinforce the racist



Stereotypes of Black inferiority. These disciplines acted as a catalyst to categorise human beings into distinct biological racial groups. Africans were placed at the bottom rung of civilisation, citing the Physical differences, such as colour, an indication of underdevelopment and low intelligence. The theories were used to justify enslavement, and colonialism of the continent. These academics organise on committees of Education, Medicine and Politics among others, the legacy of their doctrine sits in the most respected universities and schools of medicine today. Prior studies which critique these theories prove that along with eugenics, psychology is grounded on a bias against Africans. **Citing the Pioneer Fund/Group founded in 1937 the focus on subjective controversial research centering on race differences**

Trends in Use & Media Influence

Media advertising in the 1950's promoted skin bleaching, to achieve a whiter, lighter appearance, media poster campaigns boasted Hydroquinone as a beneficial active ingredient to obtain bleaching results, the marketing potential is worth millions, it is a lucrative trade. I would like to highlight the fact advertising of products containing banned chemicals, continues today.

The Jamaican government launched a Healthy skin promotion in 2007 called "**Don't Kill the Skin**" but, it was unable to curb use... Although issues emerging from Skin Bleaching relate to Black people, the practice is also predominant in large numbers of Asian communities in the UK and countries of origin. Confirming lack of appropriate measures to enforcement health protection policies to protect the public and prosecute traffickers who are becoming rich at the expense the communities health...

More recently the media reported in 2011, Jamaican singer Vybes Cartel promoting the use of "**Jamaican Blue soap**", to achieving his skin lightening results, in conjunction with the launch of his bleaching brand of product. This promotion acts as drivers for use, to young Black men. According to Williams (7) "**Young people in society are now being led to believe that skin bleaching will offer them success, beauty and desirability, as a cure for black as ugly**" (Feb 26, 2012) However, few writings have been able to capture more details regarding the influences of skin bleaching on young people, although my children have informed me "**it is an insult to be regarded as African at school, or too dark**" **children from the continent are identifying with Jamaican culture.**

Celebrities such as Beyonce and Rihanna are reported to have had their pictures lightened for promotion of their music. The controversy regarding Michael Jackson, his whitened appearance, purported to be suffering from vertiligo (skin disease causing loss of pigment in the skin) is questionable. Mshoza a South African singer alleged to have bleached her skin in an effort to obtain "**Christina Aguilera White**" has stated she was tired of being ugly, ignoring reported health concerns.



(8) Celebrities promoted in the media are never dark skinned beauties, this serves to maintain that white is the standard of beauty, which emphasises and perpetuates that Black is the exact opposite. In closing with a poem, which I vaguely remember whilst growing up, and subsequently every black person I have met has heard it too.

If you're White you're alright

If you're Brown Stick around

If you're Black stay back!



**(iv) Methodology**

The practice of skin bleaching is a sensitive issue in the black community this was taken into consideration determining appropriate research methods. The chosen methods offered anonymity and confidentiality. A triangulation of methods was used. The Galaxy Radio broadcast focus group presentation, semi closed questionnaires by telephone interviews, combination of email surveys.

Broadcast Presentation Galaxy radio 102.5FM

The radio focus group enabled the topic to be presented on air to the Black community. This has a large African listening audience, UK wide and internationally. The research proposal was presented, questions for listeners to respond and reiterating confidentiality and ethical practises. This enabled wider advertising of the project; I was able to reach more participants at one session, users and community members interested in taking part, contacted me off air for engagement in the project.

Publicity

The next action was to create a poster which was distributed by email, and hard copy to the local authority, community groups, some by hand to communities of Southwark Lambeth and Lewisham, which community responded to.

Email Surveys to Trading Standards in the 3 boroughs through Freedom of Information, which were partly successful, offers were also made for collaborative working on the project which was not responded to. Also to Cares of Life psychiatrist and consultant Dr Olajide The combination of email surveys was limited to 4 which will be summarised in the findings.

**Questionnaires for Users of Skin Bleaching Products & Black Community**

The interviews were delivered by phone; the user participants were unknown to me. This method provided an ideal opportunity for honest responses relating to practises and views on it, data was extracted at different times, Set questions and opportunity for "anything else you would like to say" at the end. I was also able to adapt the questions Accordingly to the User situation and I had to be available to take the calls, as some of them used protective caller ID.

10 Article from consultant volume 42, article 7, By Drs Jonathan Crane and Ronald Benjamin and Patricia Hood | 01 June 2002 Ochronosis
<http://www.consultantlive.com/display/article/10162/38454>

10* Examples of skin Damage Ochronosis**11 Ochronosis (The panda Effect)**

(v) Ethical considerations

Participants were assured that engagement in the research topic assured confidentiality, that the responses to the interviews would be destroyed after the report was drafted.

These conditions were repeated and written on:

- 1. Radio Broadcast Presentation galaxy Radio 102.4FM 19/Nov/2011 @ 12.midday-2pm**
- 2. A Posters Campaign November 2011 -2012**
- 3. Telephone interviews and email surveys 2011-2012 ongoing**

1.a The radio presentation was very useful, as I was able to reach a wider section of the Black community within a short time scale and afford community members anonymity. It was experimental, there was participation, interest and concern. Some listeners called in questioning the topic; this was managed by asking them to assist with the project. The only disadvantage was the spontaneity; the presenters supported the interview, contacts for the research was given on air. I also recognised that dealing with sensitive issues such as use of melanin* suppressants proved some challenges and resistance.

Because of sensitivity of the issue, appropriate use of language was addressed in the questionnaire to enable as much participation from users as possible. To avoid causing offence Race & Beauty and skin lightening practices was added to the user questionnaire as opposed to skin bleaching use.

Participants were also informed that engagement was voluntary; they were enabled to stop at any time, if they felt uncomfortable.

2. A The Poster Campaign enabled dissemination of the project to the wider community and was placed in public the community, on the bus, by email through iletoCPN, community contacts, organisations, and the local authority.

3. A Telephone interviews, the benefits were that it's enabled participants to call me, having full control over the length of questioning, feeling confident to talk freely, I was able to adjust questions accordingly, using voice and pacing, Listening was essential to ensure that the questions were answered. Disadvantages were that representation of group was limited to participants with phones, no face to face communication with users to developed rapport. The method was relevant for the purpose.

**Email Survey Lambeth, Lewisham & Southwark**

The surveys to the 3 local authorities were sent through Whatdotheyknow Freedom of Information (FOI) team asking set questions about the effectiveness of their monitoring and actions to date. This is a legal requirement, are compelled to respond within a period of time, it enables the questioning of public services, cheap to operate, very easy to manage.

Cares of Life S.L.A.M

Dr Olajide has featured in 2 documentaries on the issue of Skin Bleaching, the email survey was responded to very quickly, it is essential to develop working relationship with professionals in the area of your study, this prompts cooperation. In both cases responses were retrieved that informed the research, which was effective.

Chapter 2: Research findings & Conclusions**Key Findings: Group .A**

The research questions were analysed group accordingly, into 1. Group A: Participants who use skin bleaching products 2. Group B: Members of the wider Black community, views and opinions about people who practices of skin bleaching summarised. Group C. Local authority & Group C.a Dr Oladeji Cares of Life S.L.A.M. Key questions and responses are summarised below. Group A: Users and Group B: Community responses:

The views of 10 women who practised skin bleaching Use. Group A: The results of the study mapped the age of women, between 25-55. It was indicated that women belonged to either church, faith or other groups, confirmed their place of origin: Ghana, Jamaica, Nigeria Somalia and Black UK. Their status: employed studying or home maker were either married or in stable relationships.

The question about use of beauty products: all the women used either full make up, body creams and lipstick, 7 of the women indicated dissatisfaction with their appearance. Experience using skin lightening products. The women confirmed use or past use of skin bleaching products, it was indicated the following products were used:

Clear touch crème, Crusader brand Soap, fashion Fair fast Action, Motivate cream, Roberts creams and soaps, Skin Success Gel, Symba crème, Zarina Skin Toning products, Tura creams/ soaps and mixtures and toothpaste concoctions.

The methods applied products to full body; sometimes faces up to once a week or twice a day. The creams were either bought locally, local Asian owned beauty shops; family, imported, and on line suppliers was indicated cheaper.



The study findings showed that Perceptions of Beauty was shared between the women, named beautiful. **Christina Aguilera, Halle Berry, Beyonce, Jennifer Lopez, Rihana, Angelina Joley, Katherine of Cambridge, Princess Diana, Lil Kim, Vanessa Williams, and Mshoza.** There was general consensus that participants admired the celebrity's looks, the attention generated from people, men, desirability, successful, rich and independent. Personal use of skin bleaching/ lightening results, 7 of the women- to make themselves feel better, beautiful, to achieve a lighter skin tone that was not dark, was also an indication of beauty. 2 of the women that they felt appreciated more by husbands and family member's one woman stated that now she started to "bleach rub off" she felt more Confident and accepted more by her mother and sisters...

Achievements Indicators

The women stated they were more confident; they looked better, better top jobs, airlines, banks, and enhancements such as supervisors, received special attention from partners, husbands liked the look and were more complimentary. The goal was to generally acquire better opportunities in life, look better and achieve more.

Noticeable Skin problems & Awareness of Skin damage.

Out of the 10 participants 6 indicated they had been affected by skin problem while using the gels and soap, symptoms included spots or pimples and levels of tenderness of the skin and offensive smells. 4 of the women had experience of knowing someone who had over used successions of Benovate, toothpaste concoctions, strong soaps/creams, one incident, in Zimbabwe reported the death of a woman who had taken pills had died*

There were levels of embarrassment about the use; they confirmed that their partner's husbands to their knowledge were unaware that they were practising. The offer of advice and information was put forward but declined by 8 of the women, the remaining 2 said they would email after the report was finished.

General Ages of Use for Children

It was reported use started from ages 14 -25, introduced by, family members and Friends, 1 participant disclosed her older brother had been using creams and soaps unknown to her. Women with children were asked if their children use skin lightening creams. 2, declined to answer. The responses were gathered into statements below:



1. A: "I was about 14 when a family member gave me some cream to use to brighten my skin, it was said our men prefer bright skinned women" If I wanted to get married I had to brighten up to get a husband."

2.A: "If I was asked by a young person to help with getting the skin creams I would offer to find the safer ones "If my children asked me for some I would wait until they are old enough".

3. A:" My mother married a darker skinned man than her, my grandmother and grandfather never spoke to her again, even when we came to England, We do not know them. I take after my father; I feel there is nothing wrong with helping to become acceptable, life is like that".

4. A: "All my family are lighter than me when I was younger I was called names, about my skin .Black this and that. Mongrel, I hated it, there is not one picture of me when I was young, it was a joke really I felt as If this was not my family. "The others had everything. But since I look better now more acceptable, I am getting on better, my partner did not see what I looked like before, he would not recognise me. The question about children I suppose it depends on the situation "

5.A: "As the creams are getting stronger I would not feel safe recommending my children, they have not seen me use anything I am careful of that I feel it's different for men and women, most of our men like white or lighter skin girls it makes them feel confident. My Partner is darker than me it looks ok on him, I do not want this for myself, I look better, I have tattoos which you can see them. When I get lots of attention, some women can be jealous."

6A. "It not really any ones business how I want to look", I am working hard every day; Very soon I will be changing for a better job, in an office doing secretary work. This would not have happened before, now I am looking good enough to get on better. If

Using creams was so bad, people would not buy it, and everyone I know uses it sometimes. I would not be upset if my daughter wanted to use the cream."

7A. "My daughter is using creams she was given by her friends, I cannot say anything really she is 16, she is not so dark, girls want to look like their idols. They are influenced by TV, people who are light or white, on X Factor only the ones who look like they fit get through. We do not talk about this problem at all"



**The further results of the study with Black community Response Group B;
Summarised the following.**

There were 10 participants both male and female. Living in the 3 boroughs, Status; employed, home makers, or studying. Either Single, married or in stable relationships. 6 participant's members of faith or community groups, all with children, participants mapped at 26-65. Origins recorded as British Black, Caribbean, Ghanaian and other, all group B confirmed the use of skin moisturisers, some of the women makeup.

Views of Use

The question of using skin bleaching products reported that 3 knew someone that used The Bleaching creams or soaps; no products mentioned. The group indicated they had no personal use of S.B products. Responses as to why one would use the products: 1 person mentioned that they challenged a family member; the use was met with denial...there was an overarching theme of comments on why people do this such as,

1 B. "They hate themselves and other Black people" they want to be white!
Media influence!

2. B "They have mental health issues, they disgust me! Looking for white privilege. That Issues and history effect behaviour, Identity issues, and effects of racism.

Awareness of Health issues

Awareness of skin diseases associated with use: Cancer, Collagen damage, mental health problems, skin thinning, isolation and self hate.

Defining Beauty

The participants indicated that they found: Their Children, Themselves, Lauren Hill, Naomi Campbell, Whitney Houston, Mothers, Partners, Denzel Washington, Jill Scott and Ledizi beautiful.

Use on Children

Skin bleaching use on children: response indicated as unacceptable, however only 1 participant would report this as a child protection issue. Participants stated they do not know if they would report this, given how Black people are treated by the public authorities. Others stated that they would not know how to report the issue of concern.



Discussion and Conclusion

The review is on causes and effects of banned skin bleaching products use by the black community, and concludes from information gathered behaviour is a response to inequalities. As a consequence of use, perceived results are achieved, regardless of awareness of health problems, seeking white ascetics of beauty, practisers have interpreted confidence to success and

High status are synonymous to standards set by the dominant group, so therefore, are aiming to achieve this. Survival tactics are being implemented, which are being modelled to children as part of a "culture". These findings add, to growing body of research, 21 (Harrison 2011) which, supports evidence of historical preferences operated in society, access to quality health care, housing, employment, schools &universities entrances, and services are denied to darker melanated people. Also examined in The Skin Colour Paradox 22 (Hochedchild 2007) a Code of preference to lighter skinned Africans, excluded opportunities for darker melanated Africans suggest root causes. **Although the practice of eradicating melanin from the skin and exposing your children to this is unacceptable, the low profile given to the issue, perpetuating the practise, is equally unacceptable.**

Community Response Group B

The sample from the Black community has shown overarching themes of positive affirmations of the views of beauty of self to media personalities, awareness of some dangers that the banned products cause, 1 specified media influences were responsible, 3 know family members who use these products, it emerged that use was only challenged by 1. Therefore assumptions about the causes of the practice, restrict informed opinions, taking these variables into consideration, results suggest a general lack of communication between members of our community, and understanding of the causes. The child protection question confirmed that access to information is extremely limited, presenting trust issues regarding the local authority or government departments, indicating that ,further works needs to be developed to engage the community seeking to resolve and address the problem, as a shared concern.

Trading Standards Lambeth Lewisham & Southwark Group C

The questionnaires requests for all 3 authorities through F.O.I. which were only partially successful, and had to be issued more than once, the responses leaving unsatisfactory results, Lambeth were resistant and unable to respond to questions about monitoring and effectiveness, as it appears this is not in place. Lewisham also, although all 3 councils claim they work successfully with M.R.S.A, no evidence of this was provided. However Southwark supplied prosecution lists of traders found guilty who were successfully fined, but still trading.....



One case involving 2 Nigerian owned businesses in Peckham, Yinka Bodyline and Beauty Express were warned in 2004, for selling of banned products

Containing exceedingly high levels of Mercury/ Hydroquinone, 2005 saw the couple Yinka and Michael Olyemi prosecuted the couple received 9 months suspended sentence, a 5 year ban from business, and a £70,000 fine, this action was used as an example, although the system for trading had been in place before they engaged. Highlighting that, the serial offenders, are not subject to the same processes...

**The disclosure below from Southwark Trading Standards is cause for concern, relating to Southwark Council website statement under:
Who uses them?**

Dear Paul Gander

Thank you for responding to me through FOI request. I have contacted you directly regarding content of the website. It would be appreciated if you could send me the report which informs the statement on the LBS site, quote below.

Who uses them?

"They are usually marketed towards women from a variety of ethnic backgrounds. In Southwark the primary users are likely to be black Afro Caribbean women".

Thank you for your assistance in carrying out my research

Regards Kenyasue

----- Forwarded Message -----

From: "Gander, Paul" <Paul.Gander>
To: iletocpn@yahoo.co.uk
Sent: Monday, 6 February 2012, 9:14
Subject: Re: LBS website content verification

Hello

the statement is based on feedback from the retailers when questioned as to who is buying these products. Also based on the demographics of southwark as compared with areas such as the West Midlands.

Hope this helps. Sorry there are no reports as such.

Regards

Paul Gander - Southwark Trading Standards
(Sent from a mobile device)



"Southwark Council does not accept liability for loss or damage resulting from software viruses.

The views expressed in this e-mail may be personal to the sender and should not be taken as necessarily representing those of Southwark Council.

This finding questions the role of Public bodies concerned with community safety and health responsibilities, that are not clearly defined, currently we have a situation which enables the trafficking of poisonous chemicals, masquerading as beauty products, Traders profiteering from Sales of illegal substances in our communities. There are no custodial sentences imposed, the perpetrators are fined substantial amounts, have a relationship with the monitoring agencies, and have the ability to inform local authority publicity, clearly not seeking to resolve the problem, but adds to it. The situation needs further investigation.

Further to the resistance to mete out appropriate penalties to the usual suspects known to sell these poisons, there needs to be greater accountability to ensure that prosecutions fit the offence, participation and good practice, with the Black community, not the law breakers. Assurances put in place to enable the Medicines Health Regulation Authority (MHRA) to be more affective and accountable to the Health of the Black community as stakeholders.

Group C.a Dr Olajide South London Maudsley Hospital "Cares of Life"

Email Survey Results:

It would be appreciated if you could respond to the following questions relating to the research, which will be reporting on take up of use by the Black Community living in Lambeth, Lewisham and Southwark and address the availability and promotion of these illegal substances.

I have been involved in two television programmes around skin bleaching: one by Dami Akinnusi (bleach my skin white) and the second was a piece by CNN on the sale of illegal creams and people's motivation for skin bleaching.

1) Are there any noticeable patterns and trends in Skin Bleaching practise over the last 5 years?

I am not sure if there has been a noticeable trend upwards or downwards but there has been increase awareness of the sale/use of bleaching agents in the print media (Asian in particular)



2) Do you have any indications of the factors influencing the use of banned products?

A multitude of factors I should say.

Cultural: among African, Caribbean, Asian, Japanese and middle eastern Women ...the need to aspire to a fairer skin similar to Caucasian women. A belief that lighter skin makes a woman more sexually desirable to men Fairer skin makes it easier to blend into the white culture...Passing in America....

Economics...Higher employment chances in the Caribbean

3) Dealing with the question of user satisfaction, do you have any indication of what the users hope to achieve?

Sex appeal to black men who are thought to prefer light skin women...success might be measured by likelihood of getting hooked to men; being employed; less racial stereotyping More self confident

4) How will they know they have achieved their goal/outcome?

If they are successful in 3 above.

Not sure if they actually become satisfied because it is grounded in a feeling that black people are inferior to white people. So although you can change the colour of your skin, your physical Negroid features remain.

Note: white women's obsession with tanning is no different from black women's preoccupation with bleaching: both believe they become more alluring etc.

The survey indicated no real trend, but increase of media reporting, comparatives with results of users, examples of cultural identity with feelings of inferiority, passing as white,, increases in confidence, and desire to whiten skin for sexual gratification the focus only Female practisers, Dr Dele has identified motivation of the factors from a professional perspective. Some of the responses relate to the literature review "Fanons" perspective. However, the comparatives that tanning is no different to skin bleaching, needs further study, as the review findings are limited to a review of female participants in 3 boroughs.

Further research trials are needed to establish a greater degree of understanding and accuracy on this issue. A global view of the practice in the continent, Asia, Caribbean USA The venture should be promoted as partnerships between community groups and local government departments.



Chapter 3

(ii) Conclusions & Recommendations

I am hopeful the report gains some momentum by attracting relevant attention to initiate a serious health campaign, towards highlighting the dangers of the use of banned skin bleaching products. This paper has given an account and made some noteworthy contributions from the review of some of the reasons for widespread use, and make recommendations to kick-start a working group, to discuss and action solutions to the Problem, looking at education, information drives, in schools communities and in other institutions. To include remedies to counteract availability of trafficking in our communities.

Assurances should be put in place to enable the Medicines Health Regulation Authority (MHRA) to be more affective and accountable to the Health of the Black community as stakeholders and part of consultation and strategic health forums as a matter of urgency.

One of the main arguments is that, no awareness or health promotion information regarding the practice is available to the wider public. Therefore a multi agency approach is needed with equal partnerships to bring all stake holders together to decide on an action plan. This should include churches, community groups, community radio, local councillors, health promotion agencies and all education institutions. Education about The benefits of melanin should be implemented, and contributions of Africans in Arts, global world, discovery, history, medicine science as part of the curriculum, not just October.



(iii) The strengths and limitations of research

The positive aspects of this research review have gone some way towards enhancing the dialogue about skin bleaching practices. We touched upon some of the underlying issues, which lead to use and gained more understanding about it. The research is in its early stages as the scope is large, experimental methods were tested, such as the Radio Broadcast focus group, however approaches of this kind carry with them various well Known limitations.

There wasn't time to develop trust to meet the participants face to face, the opportunity to travel to Africa, Caribbean and USA, the missed opportunity of interviewing Faith and church groups, given the influence they have in the community. I was not able to engage any men for the study, as it is reported that men in the media are using these products, This also needs examining.

The current investigation was subject to willingness of participants to engage, of which time and resources are needed, these limitations impacted on the project, taking these factors into consideration, the report presents itself as a review in light of this and should be considered as an ongoing project of concern.

All pictures used in this report are for community use under the fair policy of public community accessed on the internet.

A list of products containing banned illegal products is contained in the appendices. Page 31:32

Further multimedia on this research available here [Research Projects](#)

Also here on this site <http://unifiedsisters.wordpress.com>

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Appendices

Picture Gallery * All pictures used in this report are subject to use of community assets I do not claim ownership. No profits will be made from use in this report strictly for access to public information.

P4. 1.* Sammy SoSa, 2.* Skin disorders 3.* Bleach damage of the lower calf
4.* Model Iman:

P5. 6 *Beyonce7. * Mshoza 8. *Vybes Cartel 9.* VC Blue Cake Soap
P10. 9. *Palmers Skin bleaching product (2011)

P13.10* Article from consultant volume 42, article 7, By Drs Jonathan Crane and Ronald Benjamin and Patricia Hood | 01 June 2002

<http://www.consultantlive.com/display/article/10162/38454>

P. 18 .21 Skin Tone More Important Than Educational Background for African...

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**List of illegal products:****Containing Topical
Steroids over 20 percent**

A3 Clear touch Complexion Lotion
A3 Lemon Skin Lightening Lotion
A3 Skin Lightening Cream
A3 Triple Action Cream Pearl
Light
Ambi American Formula
Ambi Extra Complexion Cream for Men
Ambi Special Complexion Cream
Amira Cream or Magic Cream
Baraka Skin Lightening Cream
Binti Jambo Cream
Blackstar
Body Clear / Body Clear Cream
Butone Cream
Care plus Fairness Cream
Carekako Medicated Cream
Cherie Claire Body Beauty Lightening & Treating Soap

Claire Creme
Clear Essence Medicated Fade Cream
Clear Essence Skin Beautyfying Milk
Clear Touch Cream / Lotion
Cleartone Skin Toning Cream
Clere Extra Cream
Clere Lemon CreamCrusader Skin Toning Cream
Crusader Ultra Brand Cream
Dear Heart with Hydroquinone Cream
Dream Successful
Elegance Skin Lightening Cream
Envi Skin Toner
Extra Clair Lightening Body Lotion
Fade Out Cream
Fair & White Body Clearing Milk
Fairlady Skin Lightening Cream
Fulani Crème Eclaircissante
Glotone Complexion Cream
Ikb Medicated Cream
Dear Heart with Hydroquinone Cream

Dream Successful
Elegance Skin Lightening Cream
Envi Skin Toner
Extra Clair Lightening Body Lotion
Fade Out Cream
Fair & White Body Clearing Milk
Fairlady Skin Lightening Cream
Fulani Crème Eclaircissante
Glutose Complexion Cream
Immediate Claire Lightening Beauty Soap
Island Beauty Skin Fade Cream
Jabirus Cream
Jaribu Skin Lightening Lotion
Kiss Lotion
Kiss-Medicated Beauty Cream
Lady Claire
Lightening Body Cream
Lolane Cream
M.G.C. Extra Clear
Madonna Medicated Cream
Malaika Medicated Beauty Cream
Malibu Medicated Cream
Mekako Cream
Mic Skin Lightener Cream
Miki Beauty Cream
Mr. Clere Cream
Mrembo Medicated Beauty Cream
Nadinola Cream
Nindola Cream
Nish Medicated Cream
O'nyia Skin Crème
Palmer's Skin Success Fade Cream
Peau Claire Beauty Body Lotion
Peau Claire Crème Eclaircissante
Peau Claire Lightening Body Oil
Precieux Treatment Beauty Lotion
Princess Lotion
Princess Medicated Beauty Cream
Immediat Claire
Princess Patra Luxury Complexion Cream
Rico Complexion Cream
Rico Skin Lightening Lotion



Rico Skin Tone Crème
Shirley Cream
Sivocclair Lightening Body Lotion
Symba Crème Skin Lite 'N' smooth

Tonight Night Beauty Cream
Top Lemon Plus Cream
Topiclear / Topiclear Cream

Tura Skin Toning Cream
Ultimate Skin Lightening Cream
Ultra Clear
Uno21 Cream
Viva Super Lemon
Yesako Medicated Beauty Cream
Zarina Medicated Skin Lightener
Cream

Skin Lightening / Whitening / Bleaching Products with Mercury:

Acura
Elegance Creme gel
Fair Lady
Jambo
Jaribu
Mekako
Miki Gel
Movate Medicated
New Shirley Medicated Cream
Pimplex Medicated Cream
Rico
Tura Soaps/gels

Fashion Fair Cream
Fashion Fair Gel Plus
First Class Lady Cream
Hot Movate Gel
Hot Prosone Gel
Jaribu Beta - . Cream
Lemonvate Cream
Movate Cream
Neu Clear Cream Plus
Neu Clear Gel
Peau Clair Cream / Gel Plus

Skin Lightening / Whitening / Bleaching Products with Steroids

Action Demovate Cream
Action Demovate Gel Plus
Age Renewal Cream
Amira-C
Betalemon Cream
Body Clear Cream Spot Remo

Body Treat Cream Spot Remover
Clair & Lovely Gel
Dark & Lovely Cream / Gel
Dermo -Gel Plus
Fair & White Gel Plus

Pro-One Gel Mca
Prosone Gel
Regge Lemon Gel
Secret Gel
Sivocclair Cream
Skin Balance Cream/Gel Wrinkle
Remover
Skin Balance Lemon Cream
Skin Success Cream / Gel
Soft & Beautiful Gel / Cream
Tcb Gel Plus
Tenovate

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