

Fair and Lovely: Colorism and the Skin Bleaching Epidemic

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As you push the doors open to Boston Beauty Supply on Boston Road in the Baychester section of the Bronx, the loud chimes and the overwhelming scent of burning incense surround you. A radio station plays Bob Marley softly in the background as customers rumble through the packages of false braiding hair, the body washes and hair products that lined the shelves of the store. A feeling of home and culture is wrapped around your body as you get swept up in the number of items in front of you.

Beauty markets such as this one is found throughout urban neighborhoods. They dedicate themselves to catering to the women in the community that they are located in to help them maintain their image. The shops are different than mass market retailers such as Sephora and Ulta because they do not carry generic brands that address a general market. Most of the women who live near these beauty markets are ethnic so most of the products are geared towards afro-centric features. The shops carry a large range of products such as hair dye, feminine hygiene products, false hair extensions, wigs and much more. They're lined up with aisles that are divided into different categories and most marts only have three aisles with walls lined up with products. Majority of the products found within these markets are imported from other countries to help women who migrated to the United States from multiple countries to find the products they fondly loved at home.

Zoey Alkafjee clicks her teeth while looking at the skin bleaching products that are to the left of her in the aisle, a slight disgusted scoff following shortly after. She takes one more glance at the products before pointing to them, “These were like the ones at home.”

Alkafjee’s family fled from Iraq around the start of the Iraq War in 2004 to South Sudan when she was 7 years old. In South Sudan, Alkafjee and her family lived in the city of Juba for two years before coming to America where they settled in California’s Bay area. “San Jose, which is a part of the Bay Area is different than New York. The culture there is mostly Spanish, and we aren’t but I had a good time with my friends.” Alkafjee still considers South Sudan to be home more than Iraq but still fondly calls herself Arabian. “I don’t really like being called, ‘Arab’. There are too many negative media around the word and I rather avoid it. I’m Arabian. That’s it.” Alkafjee, 21, is a part of a family of four, including herself, her parents and her younger sister, Alex, who is 19.

The items that Alkafjee clicked her tongue towards were skin bleaching products. Skin bleaching is a practice used nationwide in order to lighten one’s skin through the use of homemade, cosmetic and dermatological products. In 2017, according to an article published on theguardian.com, the global skin-lightening industry was worth \$4.8 billion.

The practice of skin bleaching is one that is centuries old and can be traced back to multiple ancient civilizations. One of the first recorded data of skin bleaching is in Ancient Egyptians through the head structure of a mummy. Researchers found the head of a mummy, a

female in her early 20s, said to have nodules on her face. Nodules are the abnormal swelling of cells on the skin and is associated with the skin disorder, exogenous ochronosis. Those who have this skin disorder often times are people who use the products to lighten their skin.

Despina Moissidou is an anthropologist as well as a researcher who looked into the details of the ancient Egyptian skull. Seeker.com reports that Moissidou and her colleagues presented the data of the skull at the International Conference of Comparative Mummy Studies in Hildesheim, Germany in 2016. According to Moissidou, the use of these skin bleaching cosmetics was used for religious reasons for Ancient Egyptians. In ancient eras, almost all cosmetics were produced with toxic materials such as lead and mercury which is linked to multiple skin diseases. Ancient Egyptians weren't the only ancient era that used these products.

In a 2008 article written on msnbc.com by Diane Mapes, a health editor, she talks about the skin bleaching practices that the ancient Greeks and Romans used as well as Europeans. Compared to the Ancient Egyptians, the practices that the Greeks and Romans used were more dangerous. They would slather white lead on their whole face, including around their eyes, to create a face mask that would help lighten their skin. As well as creating this face mask, they used red lead to help obtain a natural healthy glow. Mapes writes that between the 15th and 18th century in Europe both men and women were engaged with the skin bleaching practice. In this time period, their practice dealt with the mixing of white lead with vinegar, using sulfate to

remove freckles and creating a way to peel their skin by mixing white lead and mercury. As the eras went on, the more dangerous the practice of skin-bleaching became.

Alkafejee has a light-medium skin tone that resembles the color of a light mushroom. Her undertones are slightly yellow which gives her a natural tanned effect on her face. “Before everything, I used to be the color of brown sugar,” she said.

“Everything” for Alkafejee refers to skin bleaching. Alkafejee’s earliest memory of bleaching around is 6 years old but she is convinced that her parents had put skin bleaching cream on her skin from an even younger age. “There’s no way I can have such an even complexion with bleaching creams,” she said. “I see how people look when they bleach, and their complexion isn’t as even as mine! I look completely different.” Alkafejee references popular artists who bleach such as Lil Kim and Vbyz Kartel, a Jamaican reggae artist, who appear sickly with their new complexion.

“I bleached, but not willingly, my parents did it all. But, now, my skin is just so dry, girl. It’s dry and damaged,” she said. Alkafejee attributes the reason why her parents bleached her skin due to the strong nature of colorism within her home countries as well as in America. “In Africa, colorism is very extreme there. It’s so extreme it’s to the point where the lighter you are, your worth is better than being dark. What I mean by worth, I mean that you’re more desirable to the man eye. Iraq is like that as well!”

Colorism is a term believed to be coined by Pulitzer Prize winner Alice Walker in 1983 in an essay in one of her books, "In Search of Our Mothers' Garden." She defines colorism as "the prejudicial or preferential treatment of same-race people based solely on their color."

As a form of racial discrimination, colorism has been going on for centuries. Colorism is a direct effect of European colonization around the world where whites were seen as the superior race to others. Due to this, a lot of countries adapted to the concept of the lighter you are, the higher you are in status. In an article by Christopher A.D. Charles, a former psychology professor at John Jay College, entitled "Skin Bleaching: The Complexion of Identity, Beauty, and Fashion," published in a 2012 collection of articles and essays called "The Meanings of Dress," Charles talks about how colorism started and how it affects how one sees themselves. "The values of contemporary colorism have their roots in the European colonial exploitation was informed by racism, which posited that the Caucasian race is superior to other races." Charles writes that even though colorism and racism are not directly synonymous with each other, they are related because one influences the other. "The complexion consensus empowers light-skinned people with more opportunities, status, and prestige in nearly all societies," Charles writes.

Ronald Hall, a black social work professor at Michigan State University has been studying black identity for years and has written several publications on the topic of skin bleaching and the concept of colorism in the black community. In his book, "An Historical

Analysis of Skin Color Discrimination in America: Victimism Among Victim Group

Populations,” he talks about the intermixing of black and whites during slavery and the concept of the mulatto negro. Mulattos are people who are mixed with black and white within their blood and these people were often seen as superior to their darker counter parts. Hall calls this the ‘mulatto hypothesis.’ Hall writes, “Those who would become biracial Americans as blacks enjoyed social, occupational, economic, and universal advantages because the mulatto hypothesis defined them as an exception among the inferior [darker skin blacks].” This concept, the ‘mulatto hypothesis’ is another way that colorism affected the people of color. It created the racial divide within people of color in America to see how light skin people of color will separate themselves from dark.

Tatyanna Reeves’s hand held onto the bottom end of a makeup brush as she softly dusts powder foundation over her client’s face. Reeves is a licensed makeup artist based in White Plains, New York where she works out of her home as well as being an employee at a Sephora. She grew up in Yonkers before her family relocated to White Plains during her high school years. Reeves is Afro-Latina; her father is black while her mother is black and Cuban. While her father had the darker skin complexion, her mother had the lighter one due to her mixed ancestry. “I knew the difference of complexion between my parents and me. I was reminded by it every day.” Reeves recalls the reminder due to the bullying she endured at school for her complexion when she was younger. “Kids are ruthless. I was black being bullied by lighter black people.

Even by some my own skin color.” Reeves complexion is a chocolate, rich one which is the same as her fathers. Her mother, on the other hand, had the lighter caramel skin. “I was told by another child in kindergarten that I wasn’t my mother’s child because I was too black,” she said, “At the time, it hurt. I was a kid. It made me feel terrible.”

Reeves talks about how makeup helped her onto her journey of confidence. Pulling her hair up into a ponytail, Reeves pauses mid-movement. “You know, makeup saved me. Even though I got into it for the wrong reasons, it saved me.” Reeves originally got into makeup to make herself appear lighter to others instead of her natural chocolate skin tone. “I began to do this around the age 14. To me, being light was to not get teased when the lights were turned off in the room,” she said in reference to the bullying she endured growing up. “As a child, my mom made sure she fiercely instilled self-esteem in me but like anyone else, I struggled.” Reeves spent most of her life in Westchester, New York and got the full experience of what it meant to be a black woman when she went to Howard University. Attending the famous HBCU was another step into embracing who she naturally is as a black woman and that helped her remember the self confidence that her mother had always taught her growing up.

Reeves pauses in her speech as she takes a step back to look at the face in front of her. She smiles in satisfaction with her progress on her client’s makeup before motioning for her to lean back to finish the job. Reeves client demographic mostly surrounds women of color outside of the makeup jobs that she is given at her job. In this case, Reeves is currently doing makeup for

her clients' birthday party happening later on that evening. The client, Ashlee, has a smooth caramel complexion and is a family friend of Reeves. Reeves remembered that she had once asked her mom to get one of the famous bleaching creams on the market in order to look like her mom. "I asked for that brand, Fair & Lovely. I knew about it from an Indian girl at my school. She wouldn't get it for me, no matter how hard I tried. I think she was hurt. I just felt ugly in my skin." Reeves believes her mother was hurt because her mother had expressed concern on her not being confident in her skin. "Your parents will always be hurt if you don't love or accept yourself. That's why I believed my mom was hurt when I asked for the cream." Reeves recalls that her mom would often sit her down to talk about how being confident and how it can help you grow. "It was always about how I was beautiful already and that I didn't need to change myself. You know, when you're a teenager, you don't listen anymore," she said. Reeves hadn't and wasn't able to bleach when she was younger due to her parents not wanting to support the attitude, she had about herself.

Fair and Lovely is an international brand based in Southeast Asia that is commonly found in some beauty markets that promote skin-bleaching. Skin-bleaching products such as Fair & Lovely have been around in America for an unknown amount of time. The brand itself launched in its home country, India in 1975. Other skin-lightening creams that can be found in beauty markets are Caro White, Idole, Carotone and some more which can also be bought on Amazon or eBay. In a report done by Global Industry Analyst Inc, the bleaching industry is projected to

have a global revenue of \$31.2 billion by 2024. Global Industry Analyst Inc. contributions to the global revenue is due to the growing middle class in other regions of the world as well as men being more interested in their upkeeping their appearance. There's not a direct time period where skin-bleaching became a trend in America, but bleaching advertisements can be traced all the way back to the mid 1930s with Fan Tan Bleaching Cream products. Fan Tan Bleaching advertisements contained phrases such as, "The Demand to Social Entry – a smart, clear whitened, faultless complexion" and "Never Before in All History A Skin Whitener Like This." The concept of lightening one's skin has always been in American history and even more so after the societal rights of people of color were still being determined.

Reeves's insecurity about her dark skin complexion when she was young supports Hall's, the professor at Michigan State, claims about the black identity and skin-bleaching. Hall's 2018 article, "Black Americas, 'bleaching syndrome'" on converstation.com talks about the psychological, sociological, and physiological ramifications of skin-bleaching on the black community. He describes the psychological as the self-rejection of having dark skin, the sociological as the influence of black celebrities and the physiological which is altering other afro-centric features. Physiological as described by Hall is actually the reason why Madam C.J. Walker, the first African-American billionaire who started a line of black hair and skin care products, in the early twentieth century was so successful. Her products were meant to alter the natural hair texture that women of color have and make it to be straight. Walker's products

became known for helping women of color to achieve their best look with their natural hair texture and are currently sold at major retail stores such as Sephora.

Although Reeves never bleached her skin, Alkafejee is sorry her parents forced skin bleaching on her before she had a chance to decide if she wanted to. She repeatedly expresses her disappointment in her family for deciding to bleach her skin at a young age. “I don’t know how I would overcome it, the trauma from being bleached by the same people who are supposed to embrace you.”

Alkafejee still struggles to forgive her parents but she still keeps in contact with them. While she works at Uniqlo in the Mall at Bay Plaza in the Bronx, she also does staff work at an agency called Top Shelf Staffing. Her parents support her financially by paying for the rent in her apartment while she does her two jobs to keep her afloat. “They still brag about how light they made me. I love that they support me in New York, but I can’t talk to them as soon as they start to talk about my complexion,” she said.

Alkafejee has never accepted herself since she stopped skin bleaching when she was 17 and looking back, it still makes her sad. “I miss my darker complexion so much, it hurts,” she said. She currently has a degree in business management from San Jose State University.

Although she created a distance between her and her immediate family, she still sees the pressure of bleaching around her. “You know how Google can track what you look up and watch? I’ve

been researching so much about how to fix how dry my skin got from the bleaching products and now it's everywhere," she said while groaning.

Alkafejee described her original skin tone while expressing why she never accepted herself. "I still get dark but it's only in the summer. I miss my melanin and my glow. It won't ever be the same." Alkafejee knew how forceful her family could be about lightening one's skin complexion. This made her concerned to the possibilities that might open up to her family about her sister due to her not being home. So, she made sure that she would keep an honest and open relationship with her younger sister while she was in New York. "They haven't done to her what they did to me but that doesn't mean they won't," she said. Alkafejee's younger sister, Alex shows affection for her sister. "I love how we have American names but yet we're Arabian," Alex jokes as she hugs her sister. Their parents often let the girls visit one another during the summer and winter when Alex isn't focusing on her studies. Alkafejee's younger sister doesn't bleach and their parents never forced her [Alex] to. "I'm a bit jealous but I love her. I'm glad she doesn't have to go through it." Alkafejee said. Alex believes that being able to grow up in America is what changed their mind. "I think, being in America helped us a lot. It helped my parents realize that our complexion didn't measure our worth." Alex said. In reference to Alkafejee's skin being bleached by their parents, Alex didn't know what to say without fumbling through her words. "I feel bad for my sister," she says, "I don't blame my parents. They wanted what was best for her." Alkafejee hopes that one day she can become a speaker for those who are

bleached by their family members. “It’s still hard to talk about, even talking to you is hard.

However, the more I talk about then the more I can help,” she said, “But I can’t wait for you to see how tan I get! You’re going to be like whoa!”

With the advancement in technology and knowledge, there are more ways to bleach coming to light. In an article from 2017, “A New Skin Lightening Procedure Is Short on Evidence” by New York Times reporter Aneri Pattani, a new form of skin lightening is addressed. The new form and recent development of skin lightening is a treatment that has to do with the antioxidant glutathione. Glutathione is naturally found in human cells that neutralizes free radicals, boosts the immune system and detoxifies body. The treatment is one that is supposedly able to give an even, lighter skin tone as it converts melanin to a lighter color and deactivates the enzyme tyrosinase which is what helps produce pigment. Pattani also notes that no actual clinical study trial has been done on these treatments and is only judged based on an individual case.

Glutathione treatments had become popular abroad, especially in the Philippines through recent years and slowly made its way to America. According to Cosmopolitan Philippines, the [Filipino] Dermatology Society had warned about the dangerous side effects of getting a glutathione drip. The glutathione drips are only approved as a drug to protect cancer patients from nerve side-effects of platinum-based chemotherapy. It is also noted that no glutathione product in the world has been approved to be marketed as a skin whitening agent. In America,

salons are starting to take advantage of this newly found innovation of skin bleaching. One local spa called Lavish Laser in Midtown Manhattan is one of the few spas that does the treatment. The spa representative said they mainly cater towards clients who haven't had success with bleaching creams and/or looking for a safer alternative to lightening their skin. However, the long-term effects of glutathione treatments are currently unknown as there isn't enough scientific data and research on it.

Looking out at the large living room window, Jordyn Williams keeps her eyes transfixed on the rows of houses on her street. "I wouldn't change it," she said in reference to her bleaching her skin. Williams was born in Kingston, Jamaica and moved with her family to America when she was 17 with family members. She now resides in Ozone Park, Queens where she also works as a nurse's aide. Williams bleached her skin when she was younger and continues to do so. Due to this, her skin was in discolored and dry to the point of visible cracking in certain areas.

Now 50, Williams has two daughters, Shannon Morgan, 18 and Tiana Morgan, 9. "I had wicked men around me. The men them, they love light skin. I wanted to be too," she said, code switching her voice to carry her Jamaican accent. Williams had bleached her skin starting at the age 13. "My girls, they dark like how I was." She says, showing me old photos of herself.

Williams skin complexion was chocolate-like, it was smooth and glistened with the sweat on her face. She looked at the picture with sadness, "I love this, but I want to be light. My skin is

already mashed up like this. It's not enough." It was obvious that her emotions contradicted with her words.

Although bleaching has been reported to have serious side effects, people avoid the warnings and continue to use it. In Charles', the former John Jay professor, "Skin Bleaching" piece which is published in 'Encyclopedia of Critical Psychology', he points out that people who skin-bleach do not see themselves as fixing their appearance but just changing it. "The people who modify their complexion are understood as strong and sophisticated people who see light skin as a shade of nonwhiteness and who make strategic and rational decisions to accrue the societal benefits of light skin." In Charles' other piece, "Skin Bleaching: The Complexion of Identity, Beauty and Fashion," he states some reasons why people would bleach their skin. "These [reasons] include the fashionableness of skin bleaching; the popularity of the practice, the support the practice receives from family and friends; the belief that light skin attracts the intimate partners; spousal desires; the belief that one's skin is too dark; the belief that light skin is beautiful; an attempt to remove facial pimples and blemishes; an effort to tone the skin; the belief that light complexion facilitates social mobility; the desire for identity negotiation; as a result of miseducation; and self-hatred, which is the commonest reason purported." This supports Williams desire to bleach her skin to be a more attractive woman but also helps open a discussion on different way to view skin bleaching.

Kristian Simon, a licensed skin esthetician talks about skin bleaching products on a mass market scale. Simon earned her esthetician license at the Westchester School of Beauty Culture in Mount Vernon, New York. Before getting her esthetician license, Simon went to Westchester Community College where she graduated with an associate's degree in Psychology. She currently works with Reeves at the Sephora in the Westchester Mall in White Plains as well as out of her home. "Honestly, a lot of products can be considered skin bleaching if you want to talk in the aspect of removing blemishes and toning the skin," she says as she pulls up a list of products on the Sephora website. Simon, herself, is both Hispanic and black. She points to a lot of products that had key words of smoothing, evening and dark spots, "All of these have FDA approved lightening chemicals in it," she said. "The difference between these products and the ones' you have in the beauty markets is that these are FDA regulated and don't contain mercury or lead." Simon's clientele outside of her job is mostly women of color, especially black and Spanish women due to her being located in Yonkers, New York. She states that she often advises her clients to stay away from skin care products located in the beauty markets as they aren't FDA regulated correctly and can be smuggled in products. "Obviously, using these products sold at retail stores are safer than buying products that are promoted as skin-bleaching creams. Why? These don't have high concentrations over the legal amount. FDA is always key," Simon says.

In the United States, cosmetics weren't regulated until 1938 by the Food and Drug Administration (FDA). This means that there was a significant amount of time where cosmetics

weren't regulated and contained harmful chemicals within them. When the FDA began to regulate cosmetics, they began to monitor the use of harmful chemicals in them and started to give limits on how much can be used in products. On the FDA website, the administration states that their regulations on cosmetics have limits on mercury, lead, and arsenic. They limit these materials based on their parts per million (ppm) which is also expressed as milligrams per liter. For mercury, mercury is only allowed in cosmetics only as preservatives in the eye area products which are 65 ppm but in any other cosmetic products, there should be a trace amount of less than 1ppm. For lead, the products should have a maximum amount of 10 ppm. As for arsenic, their limit is no more than 3 ppm. The FDA tests this by randomly choosing products that they want to test as they are only regulating the products and not going to an approval system. FDA requires accurate packing details for all cosmetics product as well as a shelf life date in order for a product to be at a mass market retailer.

Today, Reeves shares her views about skin-bleaching and body positivity to younger black women, including being a speaker at local Girl Scout troops. "You see, I know that colorism derives from ignorance and self-hate is what bothers me the most," she says, "When I hear or see peers projecting that kind of ignorance, I try to educate them the best way I know how. You know, sometimes people get really offended and you don't mean to offend them." Reeves shares her positivity through working with younger clients at work for confidence as well as actively participating in local events in White Plains. Other than that, she shares most of her

positivity through her social media accounts. Reeves posts photos with quotes on them such as, ‘More self-love, baby girl’ and ‘You are exactly where you need to be’, to help get her message across.

Reeves ties in to the beauty industry and how it also plays a role in colorism. “Working in the beauty industry, I’ve learned that not every brand is inclusive to all complexions and demographics. This makes no sense to me because those that do usually sell better. Isn’t that what it’s all about?” Reeves involvement in the beauty industry had helped open her eyes to some conditions and make her an advocate for pushing for change. “When Rihanna came out with her brand, her products were sold out for months. Why? Because she was inclusive. She came out with shades from the whitest of white to the richest of rich.”

Indeed, Reeves was right. For months, both the Sephora and the Fenty Beauty website was sold out of nearly every foundation shade and a restock was impossible to predict. Even now, some luxury brands still don’t cater to a diverse audience even though success is shown when you do. “I went to school for fashion marketing so when I did internships, I would see shoots,” Reeve recalls, “All these models of color, they must always have exotic features to be as attractive. Sometimes, they’ll even darken some tan women to appear darker than they are. We notice.”

Reeves believes that a significant change in the beauty industry will come as long as brands push the boundaries but believes that nothing will until all of them do so. “As a make-up

artist, I learned a lot about different cultures and their preference. A lot of fairer clients, usually Caucasians, like to be tanner. Asian clients like to be on the fairer side. Clients that are on the deeper side of the spectrum just want their makeup to be match correctly because they are often sent home with makeup that is too dark, or the undertone is completely wrong. As an artist, I just wish more people were comfortable in their own skin complexion.”

Just as Reeves grew to love her complexion, Williams’s two daughters, Shannon and Tiana, embrace their natural dark features. “I love my blackness. I don’t want to bleach,” Shannon says as her young sister nodded in agreement. Although Williams has bleached herself, she has not forced nor told her daughters to do so. “I bleached because I wanted to. If my daughters choose or choose not to bleach, I have to support them.”

“Mom never forced me to do anything,” Shannon said, “My friends around them love their skin tone. On the internet, people are constantly talking about how their black is beautiful and that’s why I love my blackness.” Shannon wore her hair in box braids, a form of protective hairstyling for women of color to protect their hair from weather changes. As for her younger sister, Tiana, she spent most of her time wearing her hair in two little puffs that resembled Mickey Mouse ears. Although quiet, Tiana spent most of the time nodding in agreement with her elder sister. “I’m pretty sure she has no idea what’s going on,” Williams said as she pointed to her younger daughter while laughing, “She’s in her own little world.” Shannon laughed at her younger sister staring in awe.

Simon, the licensed esthetician, has strong feelings when it comes to women of color who do skin-bleaching. “It’s not worth the damage to your body. It’s not worth it to change who you naturally are to please someone else,” she says. Simon explains what she tells her clients when they are considering the process of skin bleaching. “I tell them, you’re going to look at yourself after you do the process and hate yourself more than you did before,” she says. “That manages to help change their attitude towards everything. I’m real with my clients, you’re paying for my services so I’m going to be honest.” Simon has dealt with women who have bleached their skin and has run into many problems that she had to stop working with those women. To her, the damage on their skin causes problems that a lot of products on the market can’t fix. “It’s only going to get worse with the industry progress.” Simon is attributing the industry progress to the recent developments such as the glutathione treatment that’ll further the ideology of skin lightening.

The need and want for fairer skin are rooted in wanting to be seen better than their counterparts. The historical context from ancient civilizations also dates the practice to an earlier time period than many have thought. From these needs to be lighter, many were dying from the cosmetics because of the toxins within them in which medical professionals had to take things into their own hands. The American government, both federal and state is getting involved in preventing the epidemic from getting worse than it already is. In 2007, Minnesota’s state government banned the use of mercury in cosmetic products which is a huge component to

bleaching creams. In most bleaching creams, mercury is the highest concentrated chemical product that assist in lightening the skin. With Minnesota stepping up, this is a start to preventing America from becoming another huge market for skin-bleaching products to thrive in.

All three women have come to terms with their decision when it comes to the trials and tribulations, they have done to be the person they are today. It was evident that many people of color who do bleach their skin all have different reasons to do so and many find alternative ways to create a false appearance of becoming lighter.

Alkafjee runs her fingers through her hair while staring at the bleaching products on the beauty market shelves. “It’s honestly traumatic. I see products just like the ones used on me and I feel sick to my stomach,” she says.

Williams closes the photo album in front of her and sadly smiles. “I could’ve had a better life if I was just born light.” Her accent slightly switches back into her American one, causing her to lose the authenticity of her Jamaican dialect.

Reeves looks in the mirror and laughs. “My black is beautiful. I’m reclaiming my beauty with my makeup artistry, and no one can tell me otherwise. That is it.”

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Interview Log

Kristian Simon, esthetician, 2/12/19, in-person
subject: introduction
contact: k_simon03@yahoo.com

Kristian Simon, esthetician, 3/6/19, in-person
subject: skin-bleaching products/opinions
contact: k_simon03@yahoo.com

Kristian Simon, esthetician, 3/30/19, in-person
subject: follow-up questions
contact: k_simon03@yahoo.com

Kristian Simon, esthetician, 4/6/19, in-person
subject: final statements/clarifying questions
contact: k_simon03@yahoo.com

Zoey Alkafajee, office worker, 1/19/19, twitter
subject: skin bleaching
contact: twitter.com/notyouneedz [deleted account]

Zoey Alkafajee, office worker, 1/25/19, in-person interview
subject: growing up
contact: zoefajee@gmail.com

Zoey Alkafajee, office worker, 2/13/19, in-person interview
subject: beauty market shopping
contact: zoefajee@gmail.com

Alex Alkafajee, student, 2/13/19, facetime interview
subject: her sister, zoey
contact: talked to her through zoey's phone

Zoey Alkafajee, office worker, 3/24/19, email
subject: follow-up answers
contact: zoefajee@gmail.com

Alex Alkafajee, student, 4/24/19, phone call
subject: own opinions
contact: three-way with zoey

Zoey Alkafajee, office worker, 4/24/19, phone call
subject: final thoughts
contact: three way with alex

Tatyana Reeves, Licensed Makeup Artist, 11/26/18, email
Subject: Introduction
Contact: TatyanaReeves@icloud.com

Tatyana Reeves, Licensed MUA, 12/19/18, in-person interview
Subject: childhood reflection while working
contact: tatanareeves@icloud.com

Tatyana Reeves, Licensed MUA, 1/23/19, in-person interview
subject: colorism in college
contact: tatanareeves@icloud.com

Tatyana Reeves, MUA, 2/16/19, in-person interview
subject: working with client
contact: tatanareeves@icloud.com

Tatyana Reeves, MUA, 3/24/19, over the phone
subject: clarifying questions
contact: tatanareeves@icloud.com

Tatyana Reeves, MUA, 4/16/19, over the phone
subject: parents
contact: tatanareeves@icloud.com

Tatyana Reeves, MUA, 4/25/19, over the phone
subject: final comments/clarifying questions
contact: tatanareeves@icloud.com

Jordyn Williams, nurses' aide, 2/12/19, over the phone interview
subject: introduction/planned meeting
contact: 3478328022

Jordyn Williams, nurses aide, 3/1/19, in-person interview
subject: skin-bleaching
contact: 3478328022

Shannon Morgan, daughter of Williams, 3/1/19, in-person interview with mom
subject: body positivity
contact: 3478328022

Williams & Her Daughters, 4/2/19, in-person interview
subject: outside observation
contact: 3478328022

Jordyn Williams, 4/15/19, over the phone interview
subject: clarifying questions
contact: 3478328022

Jordyn Williams, 4/27/19, over the phone interview
subject: final comments
contact: 3478328022