

POCSquared Season 2 Episode 2 Shownotes

- Beauty standards (especially for women) are based around Eurocentric features and white people's bodies
 - <https://core.ac.uk/download/pdf/161448687.pdf> - Paper from Susan Bryant, published on CORE about Eurocentric beauty standards and how they harm WOC, especially Black women
 - Gives details about **"The Doll Test"** (1947) where black children aged between 3 and 7 were asked to choose the prettiest doll from two identical dolls but where one doll had black skin and the other one had white skin – two thirds chose the white doll.
 - Also details how these racist beauty standards affect how Black women are treated in the workplace and ability to get married.
 - <https://www.jstor.org/stable/3211197> - "Aesthetic Resistance to Commercial Influences: The Impact of the Eurocentric Beauty Standard on Black College Women"
- Social media in particular compounds these issues, it also allows for the idealisation of white features from young girls of colour which can be particularly damaging to their psyche.
 - <https://www.statepress.com/article/2019/11/spopinion-we-need-to-talk-about-eurocentric-beauty-standards>
 - <https://metro.co.uk/2021/01/14/i-wanted-to-be-white-the-damaging-impact-of-eurocentric-beauty-13887323/>
 - <http://www.germmagazine.com/eurocentric-beauty-standards-a-global-disease/>
 - <https://fizzymag.com/articles/instagram-beauty-filters-eurocentric-racist>
 - Article on how **Snapchat and Instagram face filters propagate racist beauty standards**: oftentimes these filters makes your skin lighter, nose smaller, also some of them change your eye colour to blue/green

- White social media “influencers” often pick and choose which features from WOC to use to make themselves look “fashionably ethnic” while remaining conventionally attractive according to Eurocentric beauty norms, i.e.: “ethnic” but not dark skin, bigger lips (but not too big!), larger breasts and hips, thicker eyebrows etc
 - <https://shadesofnoir.org.uk/blackfishing-reconsidering-black-female-bodies/>
 - <https://www.yesmagazine.org/opinion/2018/11/21/dear-white-women-try-on-our-struggle-instead-of-our-looks/>
 - <https://thetab.com/uk/2019/02/08/ariana-grande-is-a-blackfish-and-these-are-the-receipts-91714>
 - <https://www.teenvogue.com/story/standard-issues-white-supremacy-capitalism-influence-beauty>
 - <https://www.nbcnews.com/news/nbcblk/black-instagram-influencers-call-out-blackfishing-white-women-racial-appropriation-n1064856>

- Film/TV also perpetuates these standards by only having black/WOC characters who also conform to these beauty standards and (especially for “black family” centered sitcoms), men of colour in film and TV don’t have wives/girlfriends who are as dark as or darker than them (this translates to real life):
 - <https://www.bbc.com/news/newsbeat-44229236>
 - <https://theundefeated.com/features/colorism-is-kanyes-multiracial-women-only-code-for-only-light-skinned-black-women/>
 - https://ir.uiowa.edu/cgi/viewcontent.cgi?article=1255&context=honors_theses
 - Graduate thesis on how lightskin WOC in media + showbiz are treated better than their dark skinned counterparts

- Skin bleaching is also a huge problem and endemic across non-Western countries. South Asia, Latin America and Africa are places where skin bleaching as a “beauty product” is heavily marketed
 - Examples from Indian media/Bollywood:

- <https://www.theguardian.com/film/2020/jun/28/glamour-glitz-and-artificially-light-skin-bollywood-stars-in-their-own-racism-row>
- <https://time.com/5849961/bollywood-racism-skin-whitening/>
- <https://www.bbc.com/news/magazine-18268914>
 - Articles from the BBC, Guardian and Time Magazine about racism perpetrated by Bollywood celebrities due to skin bleaching
- Examples from African media:
 - <https://qz.com/africa/1815572/skin-bleaching-skin-lightening-in-africa-has-a-complex-history/>
 - <https://www.un.org/africarenewal/magazine/april-2019-july-2019/paying-high-price-skin-bleaching>
 - <https://brightthemag.com/skin-lightening-aspiration-look-or-good-old-fashioned-self-hate-bleaching-colorism-africa-985f0ba15a44>
 - Articles linking the multi-billion dollar skin bleaching industry in Africa to colonialism and lists some of the effects of skin bleaching on health, particularly when using black-market products.
- Examples from Latin American media:
 - <https://hiplatina.com/latin-americas-obsession-with-whiteness/>
 - <https://en.wikipedia.org/wiki/Blanqueamiento>
 - An entire Wikipedia page on the whitewashing and colourism in Latin America which even has it's own name: "Blanqueamiento"
 - <https://theconversation.com/black-americas-bleaching-syndrome-82200>
- Western celebrities have also been part of promoting skin bleaching products in non-Western celebrities:
 - Emma Watson and Lancome (promoted in China and India):
 - <https://www.refinery29.com/en-gb/2016/03/107160/emma-watson-lancome-skin-lightening>

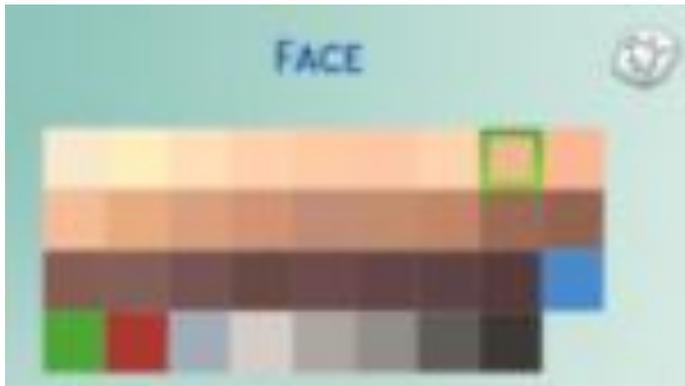
- https://www.huffingtonpost.co.uk/entry/emma-watson-lancome-blanc-expert_uk_56fba8dee4b0c5bd919a7d47
 - Blac Chyna and Lil'Kim promoting skin bleaching:
 - <https://www.vice.com/en/article/qvq3px/blac-chynas-skin-whitening-products-are-a-window-into-an-american-secret>
 - <https://www.vox.com/2016/5/2/11535904/lil-kim-skin-bleaching>
- Black women's hair is policed and is very political – natural Black hair styles don't conform to Eurocentric ideas of beautiful hair:
 - <https://www.teenvogue.com/story/a-brief-history-of-black-hair-politics-and-discrimination>
 - Excellent Teen Vogue article on the politics of Black hair, the history of discrimination and how Western policing of Black women's hair has always been policed in law dating back to the Tignon Laws: **“aimed to prohibit 'creole women of colour from displaying excessive attention to dress in the streets of New Orleans'. The law stipulated that they must wear a tignon (a type of head covering) or scarf to cover up their hair.”**
 - <https://www.bbc.co.uk/programmes/articles/58psLDd9GGWf5SQKSLmmdjD/why-is-black-hair-so-political>
 - <https://daily.jstor.org/how-natural-black-hair-at-work-became-a-civil-rights-issue/>
 - Article on Jstor about the tie-ins with civil rights of Black hair and how Black power movements often encouraged Black people to wear their natural hair with pride.
 - There have been countless modern-day incidents where Black people have faced racist discrimination at work/school over natural hairstyles
 - <https://www.blackenterprise.com/honest-conversation-black-women-hair-politics-workplace/>
 - <https://www.refinery29.com/en-gb/hair-discrimination-uk-workplace>

- <https://www.bbc.com/news/uk-36279845>
 - <https://www.theguardian.com/commentisfree/2020/feb/25/black-pupils-excluded-hair-discrimination-equality-act>
 - <https://www.independent.co.uk/news/education/education-news/afro-hair-discrimination-student-legal-action-payout-ruby-williams-urswick-school-a9323466.html>
 - <https://www.nbcnews.com/news/nbcblk/when-hair-breaks-rules-some-black-children-are-getting-trouble-n973346>
- Relaxers and weave and other products which straighten natural Black 4c hair is often very damaging to the hair and scalp
 - <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3746223/>
 - NCBI medical paper on how relaxers damage hair
 - <https://www.pulse.ng/lifestyle/beauty-health/hair-relaxers-the-harsh-truth-about-using-them/xc7ffm3>
 - <https://www.sciencedirect.com/science/article/abs/pii/S0190962209009360>
 - Paper published showing the impact relaxing has on the amino acids present in hair and how the hair is properly structurally damaged
 - <https://afrocenchix.com/blogs/afrohair/hair-relaxers-everything-you-need-to-know>
 - Side effects of relaxing 4c hair and information on how relaxers work
 - [VIDEO] https://www.youtube.com/watch?v=TSoiHTRS0lo&ab_channel=JacquelynFernandez
 - Clip from “Good Hair” showing how the main component of relaxer (sodium hydroxide) dissolves a coke can and the impact it can have on the respiratory system if inhaled
- Makeup is never inclusive for all skin tones and shades:
 - <https://www.marketingweek.com/beauty-industry-failing-women-colour/>
 - <https://www.nytimes.com/2018/09/11/style/beauty-diversity.html>

- <https://studybreaks.com/thoughts/makeup-industry-darker-complected-people/>
- <https://www.insider.com/beauty-brands-called-out-for-not-enough-foundation-shades-2018-7>
 - Articles on how the makeup lines don't have diverse enough shades especially for darker skin
- Medical companies and "Big Pharma" don't develop skincare products with POC and melanated skin in mind.
 - Acne treatment and medication almost always is better suited to lighter skin:
 - **Darker skin is more susceptible to hyperpigmentation than lighter skin following** using some common acne removal treatments, this goes ignored by the healthcare industry
 - <https://www.mederbeauty.com/knowledgebase/stop-racism-beauty-industry/>
 - <https://pubmed.ncbi.nlm.nih.gov/11807471/>
 - NCBI article on the differences in how acne vulgaris presents on light and dark skin and the separate treatments that should be used
- Video games don't offer dark enough skin tones in custom character builders:
 - <https://www.polygon.com/2016/11/3/13508980/animal-crossing-new-leaf-skin-color-mii-mask>
 - Animal crossing New Leaf **didn't give an option for characters to have dark skin**, used to have to literally "tan" in the game to get a darker shade
 - <https://jrous001.medium.com/dear-video-games-character-creators-you-still-need-work-1ac27ffa2820>
 - <https://www.vice.com/en/article/78qpxd/black-skin-is-still-a-radical-concept-in-video-games>
 - https://www.researchgate.net/publication/263729189_Avatars_of_Whiteness_Racial_Expression_in_Video_Game_Characters
 - Paper on ResearchGate about the lack of diverse racial character builders in MMORPGs
 - Examples from the Sims – old and new skin shades:



Old skin shades



Sims 4
"improved"



Better version

Solutions

- Hold beauty companies to account when they are racist/problematic and boycott them
 - [VIDEO]:
https://www.youtube.com/watch?v=e6PmD4wveXc&ab_channel=JackieAina
 - Black MUA youtuber Jackie Aina gives info on the worst makeup brands for POC
 - <http://www.yourbeautyadvisor.com/2012/03/worst-makeup-lines-for-women-of-color/>
 - List of worst makeup lines for WOC
- Protect black children and black people when companies target them for their natural hair:
 - <https://eu.usatoday.com/story/news/nation/2019/10/14/black-hair-laws-passed-stop-natural-hair-discrimination-across-us/3850402002/>
 - In US, certain states have passed anti-discrimination laws about this
- Support more black and POC owned makeup brands:
 - List of black-owned diverse shade brands to support:
 - <https://www.elle.com/beauty/makeup-skin-care/g20896653/makeup-for-women-of-color/>
 - <https://www.womenshealthmag.com/beauty/g33405809/black-owned-makeup-brands/>
 - <https://www.allure.com/gallery/black-owned-cosmetic-brands-to-watch>
 - <https://www.glamourmagazine.co.uk/gallery/black-owned-beauty-brands>
- Make sure that white women in academia aren't equating petty patronising comments from men "e.g. someone called me pretty, that's harassment" to actual racism and discrimination faced by a lot of WOC
- Make medical students and pharmaceutical companies aware of the differences in white and dark skin and the best skincare treatments for darker skin:

- <https://www.healthline.com/health-news/this-med-student-wrote-the-book-on-diagnosing-disease-on-darker-skin>
 - Malone Mukwende, a black medical student at the University of London created “**Mind the Gap**”, a which is a handbook on how to diagnose conditions on Black and Brown skin
 - <https://www.blackandbrownskin.co.uk/mindthegap>
<-DOWNLOAD LINK
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Media Recommendations:

Pruthvi:

Tao Te Ching (Le Guin adaptative translation)

<https://www.amazon.co.uk/Lao-Tzu-Tao-Te-Ching/dp/1570623953>

Sehher:

Jackie Aina: <https://www.youtube.com/channel/UCzJlliq68IHSn-Kwgjeg2AQ>

Karel:

Beauty Bakerie: <https://www.beautybakerie.com/>

Pacific Rim: <https://www.imdb.com/title/tt1663662/>

Titans: <https://www.imdb.com/title/tt1043813/>