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**The US Beauty Industry and the Other Face of Racism
towards the 21st Century African-American Women**

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Literature and Interdisciplinary Approaches**

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Dedication

It is my genuine gratefulness and warmest regard that I dedicate this work to my beloved people who have meant and continue to mean so much to me. Although some of them are no longer in this world, their memories will always stay engraved in my heart. First and foremost, to my dear late grandmother Fatma who taught me kindness.

To my family: my parents, my brothers and sisters for believing in me and for their unceasing encouragements and support.

I would like to dedicate my work to my friends from secondary school days: Sarra and Omar.

Unfortunately, I cannot mention everyone by name, it would take a lifetime. Just make sure you all count so much to me. Without your prayers, benedictions, sincere love and help, I would have never completed this dissertation.

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Abstract

Although the formal legal codes of enslavement and segregation that stood for centuries has ended, the racist ideas rested and newer forms of racial prejudice appeared. In a supposed post racial period, new discrimination forms can be clearly seen in many fields like the beauty industry. Through products releases and advertisement campaigns, the industry defines beauty and sets its norms. Such conventional beauty standards are typically Eurocentric. It means that models should have lighter complexions, smoother hair textures and smaller noses and lips. As a reason to that, black skinned African-American women do not fit the Eurocentric beauty standards. They are marginalized from the industry. They are also deprived from any access to its products. In addition to all that, they get insulted through the language and pictures used in their advert campaigns.

Keywords

- Post Racial Period - Racial Prejudice - Beauty Industry
- Conventional Beauty Standards - Eurocentric Beauty Standards - African-American Women

Table of Contents

Dedication	i
Acknowledgements.....	ii
Abstract.....	iii
Table of Contents.....	iv
List of Acronyms.....	vii
List of Tables	viii
General Introduction.....	1

Chapter One: The American History of Racial Discrimination.

1. The Connection between Stereotypes, Prejudice, and Discrimination.....	3
2. Definition of Race and Racism.....	4
3. The History of Racial Discrimination in U.S.....	5
3.1 The First Africans on the American Soil.....	6
3.2 Slavery in U.S.A (1916-1985).....	9
3.3 The Resistance of the Slaves.....	11
3.4 The Control Procedures Followed.....	12
3.5 The Abolitionist Movement (1830s -1870s).....	13
3.6 Civil War (1861-1865).....	14
3.7 The African-Americans during the Reconstruction Period (1865–1877).....	15
3.8 The Civil Rights Movement (1954 – 1968).....	16

Chapter Two: The History of Cosmetic Use in Relation to White Skin Colour

1. Definition of Cosmetics.....	19
2. The Creation of the First Cosmetics in the World.....	20
3. The History of Cosmetics Use in Relation to White Skin Colour.....	22
3.1 The Ancient Greek Civilization	22
3.2 The Ancient Roman Civilization.....	23
3.3 The Middle Ages	25
3.4The Elizabethan Era.....	26
3.5 The U.S.A (20th century.....	27

Chapter Three: Main Acts of Racism in Beauty Industry

1. The Lack of Diversity in Products.....	31
2. The Features' Changing Products.....	34
3. The Misrepresentations of African-American Women.....	35
3.1 The White-Washed Technique.....	35
3.2 The Black-Faced Technique.....	36
3.3 The Mixed-Race Models.....	37
4. Racism Behind the Scenes.....	37
5. Racism on the Runways.....	38
6. The Racist Beauty Adverts.....	39
7. Racial Bias in Beauty.....	41
8. The Impact of Racial Beauty Standards on Women of Colour.....	42
8.1 The Health Status.....	42
8.2 The Psychological Side.....	43
General Conclusion.....	45
Works Cited.....	46

Appendices

List of Acronyms

B.C:	Before Christ
CEO:	Chief Executive Officer
EU:	European Union
GIF:	Graphic Interchange Format
H&M:	Hennes&Mauritz
KKK:	Ku Klux Klan
NAACP:	National Association for the Advancement of Coloured People
U.K.:	United Kingdom
U.S.A:	The United States of America
U.S:	The United States

List of Tables

- **Table 1:** Connecting Stereotypes, Prejudice, and Discrimination..... 3
- **Table 2:** Slaves as a Percent of the Total Population Selected Years, by Southern
state.....10

General Introduction

Despite the equality and integration achieved for African-Americans in the second half of the 20th century, racial discrimination persists. The negative stereotypes about colourism evolved to become more subtle and indirect formal expressions, meaning old-fashioned racism in another guise. One of these new forms of racism is present in the beauty industry. From its rise to recognition, the industry defined beauty on Eurocentric basis, built the business organizations needed to market it and globalized its ideal throughout the world.

Therefore, in the light of what has been said and in order to better understand these new forms of racism and particularly in the industry of beauty, light should be cast on various questions:

- Are African-American women racially segregated in the beauty industry?
- If indeed they are:
 - What are the characteristics of this racial beauty industry segregation? And more importantly, how do African-American women respond to it?

As possible answers to the aforementioned questions, the following hypotheses are suggested:

- Maybe there is no such a behaviour in the industry

To answer these questions, this work has been divided into three chapters. The first one entitled "The American History of Racial Discrimination" is dedicated to the history of race-based segregation on the American soil starting from the first arrival of Africans to the U.S.A up to the Civil Rights Movement. Definitions are provided and more details are added about what happened between these two major events in the American history. Then, in the second chapter, entitled "The History of Cosmetic Use in Relation to White Skin Colour ", the work is conducted to explore the historical precedents underlying the creation and the use of cosmetics in relation to the white skin colour starting from ancient periods to the modern times. Finally, the last chapter entitled "Main Acts of Racism in Beauty Industry" is dedicated to give examples about this new

General Introduction

form of racism such as misrepresentations and offensive ads in addition to its impact on the African-American women health.

Chapter One:

The American History of Racial Discrimination

Chapter One: The American History of Racial Discrimination

Humans are very diverse and although they share many similarities, they also have many differences. Throughout the history, these differences have always led to the prevalence of prejudice and discrimination. At first, the discriminations were based on socioeconomic status but with time, it evolved to include other aspects such as gender, race, ethnicity, nationality, religion, sexual orientation, profession, and many more. Through this chapter, light will be shed on race based discrimination.

1. Connection between Stereotypes, Prejudice, and Discrimination

Before defining racism, it is important to clarify the connection between these three terms: stereotype, prejudice and discrimination.

Table 1: Connecting Stereotypes, Prejudice, and Discrimination

Item	Function	Connection	Example
Stereotype	Cognitive; thoughts about people	Over generalized beliefs about people may lead to prejudice.	African-Americans are violent
Prejudice	Affective; feelings about people, both positive and negative	Feelings may influence treatment of others, leading to discrimination.	"I hate African-Americans, they make me angry."
Discrimination	Behaviour; positive or negative treatment of others	Holding stereotypes and harbouring prejudice may lead to excluding, avoiding, and biased treatment of group members.	"I would never hire nor become friends with an African-American."

Source: ("Prejudice and Discrimination After").

Based on what is mentioned in the table above, a stereotype involves negative beliefs about certain people. These negative beliefs may generate negative feelings which are known as prejudice. As a result to those negative emotions, people will practice negative actions toward individuals, and this behaviour is known as discrimination.

2. Definition of Race and Racism

To define racism, one has to define race first. The latter was first used to describe people and societies in the way it is now known as ethnicity¹ or national identity². Later, in the seventeenth and eighteenth centuries, as Europeans encountered other non-European civilizations, Enlightenment³ scientists and philosophers gave race a biological meaning. Race is generally understood among social scientists as a social construct but as a matter of fact, it is biologically meaningless when applied to humans physical differences such as skin colour that have no natural association with group differences in ability or behaviour.

In their book "Racial Formation in the United States," the Sociologists and racial theorists Winant and Omi explained that race is "... an unstable and decentred complex of social meanings constantly being transformed by political struggle," and that "...race is a concept which signifies and symbolizes social conflicts and interests by referring to different types of human bodies" (Winant et Omi. 55).

When it comes to racism, Oxford Online Dictionary has defined it as follow:

1-Prejudice, discrimination, or antagonism directed against someone of a different race based on the belief that one's own race is superior.

¹ Ethnicity: The fact or state of belonging to a social group that has a common national or cultural tradition ("Ethnicity").

² National Identity: A sense of a nation as a cohesive whole, as represented by distinctive traditions, culture, and language ("National Identity").

³ Enlightenment: A European intellectual movement of the late 17th and 18th centuries emphasizing reason and individualism rather than tradition. It was heavily influenced by 17th-century philosophers such as Descartes, Locke, and Newton, and its prominent figures included Kant, Goethe, Voltaire, Rousseau, and Adam Smith ("Enlightenment").

2-The belief that all members of each race possess characteristics, abilities, or qualities specific to that race, especially so as to distinguish it as inferior or superior to another race or races ("Racism").

While in Merriem-Webster Online Dictionary, the term was defined as follow:

1: a belief that race is the primary determinant of human traits and capacities and that racial differences produce an inherent superiority of a particular race.

2 a: a doctrine or political program based on the assumption of racism and designed to execute its principles

b: a political or social system founded on racism

3: racial prejudice or discrimination ("Racism").

The American Heritage College Dictionary claimed that racism has two meanings. This resource first defines racism as, "the belief that race accounts for differences in human character or ability and that a particular race is superior to others" and secondly as, "discrimination or prejudice based on race" ("Kareem Nittle").

Thomas Reilly, the author of the book *Racism: A Global Reader*, has defined the term in his book as "racism is prejudice or discrimination against other people because of their race or because of what is thought to be their race (their biology or ancestry or physical appearance). Racism involves the assumption that people's birth or biology determines who they are: that behaviour is based on biology" (Reilly 15).

Hence, based on the aforementioned definitions, race can be defined as any segregation based on the meaningless term 'race' that refers to classifying people based on their skin colour.

3. The History of Racial Discrimination in U.S

Human history is full of racial discrimination and oppression examples. For instance, the U.S is considered as one of the well-known examples for its overt racial discrimination

against minority groups. The start of racism on the American soil could be traced back to the colonial era when the white Americans were given the legal and the social rights and privileges to enslave Africans, who were involuntarily transported from their homeland to the Americas. The Africans who lived there have endured mistreatment and persecution for thousands of years.

3.1 The First Africans on the American Soil

The first documented existence of Africans on the American ground could be traced back to the arrival of the "20 and odd Negroes" to the British colony of Jamestown, Virginia, in 1619. Their coming has been called the beginning of U.S slavery. These newcomers were kidnapped from their villages in "the Kingdom of Ndongo", located in what is known today as Angola, to be shipped into the Portuguese slave trading ship San Juan Bautista. The harrowing journey to the New World began with about 350 Africans on board, 200 of whom had embarked under a license, or *asiento*⁴, held by investors in Seville to sell them in New Spain (Mexico). It was one of terror, hunger and death journeys even before the encounter with the pirates. "The ship was overcrowded" (Brown), said James Horn the historian who served as the president of the Jamestown Rediscovery Foundation. It also stated: "it suffered horrible mortality on the voyage to Vera Cruz" (Brown). About half of the Africans who boarded on the Portuguese ship died. When the ship finally docked near what is now Veracruz, Mexico, on Aug. 30, 1619, there were 147 Africans on board including, according to Spanish records, twenty-four African boys whom he at some point sold in Jamaica. On that Mexican coast, the slave trading ship was attacked by English pirates hoping to steal gold. Instead, they found human cargo. Fifty had been taken by those English pirates aboard two ships, the White Lion and the Treasurer.

⁴ *Asiento*: a contract or convention between Spain and another power or company or individual for furnishing slaves for the Spanish dominions in America ("*Asiento*").

Chapter One: The American History of Racial Discrimination

When the White Lion ship arrived at Point Comfort, the captain's immediate task was to exchange the Africans for food. As a result to that task, 20 and odd Negroes landed in the English settlement that would become Virginia. Their arrival was noted by the colony's secretary, John Rolfe, the famous as the Native American woman Pocahontas' widower. He reported about this incident: "about the latter end of August, a Dutch man of Warr of the burden of a 160 tonnes arrived at Point-Comfort, the Commander name Capt. Jope. He brought not anything but 20 and odd Negroes, which the Governor and Cape Merchant bought for victuals" (Brown).

Among those traded, a man and woman who were taken by the captain of the White lion ship William Tucker into his household. They were given the names of Antoney and Isabell. After the captain allowed them to marry, they gave birth to William, the first recorded black birth in what would become the USA, he was baptized into the Anglican faith in 1624. Antoney and Isabell appeared in the Virginia census of Feb. 16, 1624, when Captain William Tucker, a slave owner in Elizabeth City County, listed them as part of his household. A year later, Isabell and Antoney are listed in "the muster of 1625" as: "Antoney Negro, Isabell Negro." Then he added the name of "William, their child, baptised" (Brown).

Weeks after the White Lion arrived, the Treasurer ship docked in Virginia with more Africans. Among those slaves, there was a woman called Angela. She is one of the earliest documented black women in the English colony. "She is the only woman listed" (Brown), said Cassandra Newby-Alexander, professor of history at Norfolk State University and author of the book "An African American History of the Civil War in Hampton Roads." As a matter of fact, Angela was appeared in the 1624 census. The records also show that she became a servant in the household of Captain William Pierce, who would serve as lieutenant governor of Virginia.

Chapter One: The American History of Racial Discrimination

Despite the fact that blacks had accompanied Spanish and Portuguese explorers on expeditions in North and South America, in addition to being taken as slaves to other parts of the world, the 1619 arrival in Virginia is noteworthy because it is part of the U.S. nation history. "The 1619 story is only important for the people who develop within the nation state that becomes known as the United States" (Brown), noted Daryl Scott, a professor of history at Howard University in Washington and a past president of Association for the Study of African American Life and History. "It's about how you define the history that you're telling" (Brown), He pointed out, if one were to consider the migration of Africans from about the 15th century, one could also mark arrivals in Spain, Portugal and Italy, as well as in the Arab world.

Nothing is more complicated and considered a subject of robust debate than how the Virginians viewed the Africans? What was their status in the settlement, and what became of them? Indentured servitude practice was longstanding among the English colonists. It was the way in which many whites began life in the New World, providing labour for a certain period. At the end of their contracts, they received freedom dues of food, clothing and maybe even a parcel of land. So what was the Africans share of this policy?

Scott stated: "It's rather clear that Virginia did not have a set way of dealing with these folks, and it got worked out over time," He also said: "They had indentured people in Virginia, and some people may have seen Africans just like they saw other indentured people. We know some people became free, so it looks like they were treated like every other indentured person" (IBW)

Although some of the early Africans, like Anthony and Mary Johnson, who arrived in 1621 and 1622, respectively, amassed hundreds of acres of land and owned slaves themselves and some even won their freedom in court. Others like John Punch were sentenced to permanent servitude for daring to run away.

Chapter One: The American History of Racial Discrimination

Concerning the Africans from the White Lion and the Treasurer, some scholars such as Linda Heywood and John Thornton of Boston University, insisted on the fact that they were enslaved by the English as they had originally been by the Portuguese slave traders before they were taken by pirates. Other scholars like Cassandra Newby-Alexander, a professor of history at Norfolk State University and a member of various commemoration commissions argued about this issue: "Whether indentured servants or slaves, either way, they were unfree" (Shipp).

Away from scholars' point of view, the records show that some of the early Africans, like Anthony and Mary Johnson, who arrived in 1621 and 1622, respectively amassed hundreds of acres of land and owned slaves themselves while others won their freedom in court. Unfortunately, some like John Punch were not lucky enough. In a case of a runaway from their owners, the General Court of Colonial Virginia gave two white servants additional years to serve while Punch, the black man, was sentenced to servitude for life. He was the first African in Virginia to be enslaved for life. What followed was more than two centuries of brutal enslavement.

3.2. Slavery in U.S.A (1916-1985)

The inhuman practice of slavery in the British colonial area (later became the United States) mainly developed for economic reasons. It was fundamentally an economic phenomenon. Slavery has strongly correlated with the British American colonies' need for labour, especially for the labour-intensive plantation economies of the sugar colonies in the Caribbean, operated by Great Britain. The first law passed concerning slavery was in 1641 when the North American colony of Massachusetts recognized slavery as a legal institution

Chapter One: The American History of Racial Discrimination

After 60 years on the first landed of Africans on the American ground, colonists began to acquire slaves in larger numbers. The records of the Royal African Slave Company ⁵prove that claim. It also shows that the slave trade was booming in the British Colonies. Evidence suggests that the main reason for this dramatic increase was a sharp decline in the availability of indentured servants, who were mostly poor Europeans. The other reason of colonists to demand for more Africans was because they were cheaper and more plentiful labour source than indentured servants.

From 1500 to 1900, an approximate of 12 million Africans were forced from their homelands to go westward. Although about 10 million of them completed the horrifying journey, very few ended up in the British colonies and young American republic. When the trans-Atlantic slave trade to the U.S. officially ended in 1808, only about 6 per cent of African slaves landing in the New World had come to North America. ("Slavery in the United States")

By the time the Civil War began in 1860, census figures show that the slave population in the United States reached nearly 4 million. The slave market value at that time was estimated to be between \$3.1 and \$3.6 billion. In addition to the masters who enjoyed the return rates on slaves, cotton consumers, insurance companies, and industrial enterprises also benefited from comparable rates on slavery as well. ("Slavery in the United States")

Table 2: Slaves as a Percent of the Total Population Selected Years, by Southern State

State	1750 Black/total population	1790 Slave/ total population	1810 Slave/ total population	1860 Slave/ total population
Alabama				45.12
Arkansas				25.52
Delaware	5.21	15.04	5.75	1.60
Florida				43.97

⁵ The Royal African Company (RAC) was an English mercantile (trading) company set up by the royal Stuart family and City of London merchants to trade along the west coast of Africa. It was led by the Duke of York and later took the throne as James II ("Royal_African_Company").

Chapter One: The American History of Racial Discrimination

Georgia	19.23	35.45	41.68	43.72
Kentucky		16.87	19.82	19.51
Louisiana				46.85
Maryland	30.80	32.23	29.30	12.69
Mississippi				55.18
Missouri				9.72
North Carolina	27.13	25.51	30.39	33.35
South Carolina	60.94	43.00	47.30	57.18
Tennessee			17.02	24.84
Texas				30.22
Virginia	43.91	39.14	40.27	30.75
Overall	37.97	33.95	33.25	32.27

Source: ("Slavery in the United States")

Despite the demise of the trans-Atlantic trade⁶, the U.S. slave population increase nearly fourfold between 1810 and 1860. Unlike elsewhere in the New World, the South did not require constant infusions of immigrant slaves to keep its slave population intact. In fact, the slaves who lived on U.S soil formed 36 per cent of the Western hemisphere African population. This increase was due to many factors. The high birth rates were one of the main ones. Due to the equal ratio of female and male slaves in contrast to other parts of the Americas, the rate of natural increase was exceptional. Lower mortality rates also figured prominently. Climate was one cause while crops were another. At first, the U.S. slaves planted and harvested tobacco, but after Eli Whitney's invention of the cotton gin in 1793, they planted cotton. The work in the cotton fields was relatively less gruelling than the tasks on the sugar plantations of the West Indies and in the mines and fields of South America. Southern slaves also worked in industry, did domestic work, and grew a variety of other food crops as well, mostly under less abusive

⁶ The Trans-Atlantic Trade: The Atlantic slave trade or transatlantic slave trade involved the transportation by slave traders of enslaved African people, mainly to the Americas. The slave trade regularly used the triangular trade route and its Middle Passage, and existed from the 16th to the 19th centuries (" The Trans-Atlantic Trade").

conditions than their counterparts elsewhere. For example, the South grew half to three-quarters of the corn crop harvested between 1840 and 1860.

3.3 The Resistance of the Slaves

Before becoming slaves, Africans were free and independent people. Finding themselves in this situation overnight, pushed many Africans to rebel, more run away and most often slow down on the job, avoid work, deliberately break tools or pretend not to understand commands. These were the forms of resistance the first African slaves followed.

With time, other forms of slave rebellions did occur within the system, notably the ones led by Gabriel Prosser ⁷in Richmond in 1800 and by Denmark Vesey ⁸in Charleston in 1822. Few of these were successful. For example, one of the most terrifying slave revolt for white slaveholders was the one led by Nat Turner ⁹in Southampton County, Virginia, in August 1831. Turner's group which was eventually numbered around 75 blacks, murdered some 60 whites in two days before armed resistance from local whites and the arrival of state militia forces ¹⁰overwhelmed them.

3.4 The Control Procedures Followed

The rebellions done by the slaves presented a real problem for the masters. Therefore, the best way to manage slaves was often a topic of conversation among slave owners. Southern magazines were full of advice on how to manage, handle, discipline and break slaves.

As time wore on, an elaborated system of controls was developed especially after Turner's rebellion which was used as evidence that blacks were inherently inferior barbarians requiring an institution such as slavery to discipline them. Fears of similar insurrections led many southern

⁷ Gabriel Prosser (ca. 1775-1800) was the African American slave leader of an unsuccessful revolt in Richmond, Va., during the summer of 1800 ("Gabriel Prosser Facts").

⁸ Denmark Vesey (1767-1822): an African-American who fought to liberate his people from slavery, planned an abortive slave insurrection ("Denmark Vesey Facts").

⁹ Nat Turner or Nathaniel Turner (1800-1831) was a black American who organized and led the most successful slave revolt in the United States ("Nat Turner facts").

¹⁰ Militia forces: a part of the organized armed forces of a country liable to call only in emergency ("Militia forces").

states to further strengthen their slave codes in order to limit the education, movement and assembly of slaves. In addition to that, they used whippings and religion as well as constant punishment and intimidation. All these methods were designed to control slaves and keep them working. Slavery lasted for 250 years.

By characterizing Africans and their African American descendants as lesser human beings, the proponents of slavery attempted to justify and maintain the system of exploitation. The idea of race was also invented to magnify the differences between people of European origin and those of African descent whose ancestors had been involuntarily enslaved and transported to the Americas.

3.5 The Abolitionist Movement (1830s-1870s)

By the mid-19th century, the increased repression of southern blacks only fanned the flames of the growing abolitionist movement in the North. The movement gained more strength when it was led by free blacks such as Frederick Douglass¹¹ and white supporters such as William Lloyd Garrison,¹² founder of the radical newspaper *The Liberator*, and Harriet Beecher Stowe¹³, who published the best-selling anti-slavery novel *Uncle Tom's Cabin*.

Free blacks and other anti-slavery northerners had begun helping fugitive slaves escape from southern plantations to the North via a loose network of safe houses as early as the 1780s. This practice known as the Underground Railroad, gained real momentum in the 1830s and although estimates vary widely, it may have helped anywhere from 40,000 to 100,000 slaves reach freedom.

¹¹ Frederick Douglass (ca. 1817-1895): The foremost African American abolitionist in antebellum America, He was the first African American leader of national stature in United States history ("Frederick Douglass Facts").

¹² William Lloyd Garrison (1805-1879): American editor, reformer, and antislavery crusader, became the symbol of the age of aggressive abolitionism ("William Lloyd Garrison Facts").

¹³ Harriet Beecher Stowe (1811-1896): a white American woman writer ("Harriet Elizabeth Beecher Stowe Facts").

Chapter One: The American History of Racial Discrimination

The success of the Underground Railroad helped spread abolitionist feelings in the North. It also undoubtedly increased sectional tensions, convincing pro-slavery southerners of their northern countrymen's determination to defeat the institution that sustained them.

In addition to the growing anti-slavery movement in the North that provoked a national debate over slavery, the expansion westward in the first half of the 19th century also helped precipitate the American Civil War (1861-65) that ended with the Union victory and the liberation of the nation's four million slave.

3.6 Civil War (1861-1865)

By 1805, the northern states abolished slavery and started depending on free labour while the Southern states continued as slave societies. Jefferson¹⁴ administration followed the northerners and the importation of slaves was prohibited by the congress in 1808, but domestic slave trading "smuggling" via Spanish Florida was common. It continued at a rapid pace thanks to the rapid expansion of the cotton industry in the Deep South after the invention of the cotton gin which led to a great increase in the demand for slave labour to pick cotton when it all ripened at once. The states of the south attempted to extend their plantation fields, slavery and annex the new Western territories acquired from Britain, France, and Mexico to keep their share of political power in the nation. The United States became more polarized than ever over the issue of slavery, split into slave and free states.

The new territories acquired were the subject of major political compromises. By 1850, the newly rich cotton-growing South was threatening to secede from the Union, and tensions continued to rise. When Abraham Lincoln¹⁵ won the 1860 election on a platform of halting the

¹⁴ Jefferson Thomas (1743-1826): an American philosopher and statesman .He was the third president of the United States. A man of broad interests and activity, he exerted an immense influence on the political and intellectual life of the new nation ("Jefferson Thomas Facts").

¹⁵ Abraham Lincoln (1809-1865): Sixteenth president of the United States and president during the Civil War, He was immortalized by his Emancipation Proclamation, his Gettysburg Address, and two outstanding inaugural addresses ("Abraham Lincoln Facts").

expansion of slavery, seven states broke away to form the Confederacy¹⁶. The first six states to secede held the greatest number of slaves in the South. Shortly after, the Civil War began when Confederate forces attacked the US Army's Fort Sumter. Four additional slave states then seceded after Lincoln requested arms in order to make a retaliatory strike. Due to Union measures such as the Confiscation Acts¹⁷ and Emancipation Proclamation¹⁸ in 1863, the war effectively ended slavery, even before the ratification of the Thirteenth Amendment in December 1865 formally ending the legal institution throughout the United States.

3.7 The African-Americans during the Reconstruction Period (1865–1877)

The Union¹⁹ victory in the Civil War in 1865 may have given some four million slaves their freedom, but their status in that post-war South remained precarious, and significant challenges awaited during the Reconstruction period²⁰. The lives of black Americans did not immediately improve. The battle for racial equality was still in the beginning of the way.

Although former slaves received the rights of citizenship and the "equal protection" of the Constitution in the 14th Amendment and the right to vote in the 15th Amendment, these provisions of Constitution were often ignored or violated, and it was difficult for former slaves to

¹⁶ Confederacy commonly referred to as The Confederate States of America. It was an unrecognized country in North America that existed from 1861 to 1865. The Confederacy was originally formed by seven secessionist slave-holding states (South Carolina, Mississippi, Florida, Alabama, Georgia, Louisiana, and Texas) in the Lower South region of the United States. The Confederacy declared its secession from the United States, with the remaining states becoming known as the Union during the ensuing American Civil War ("Confederate States of America").

¹⁷ The Confiscation Acts: laws passed by the United States Congress during the Civil War with the intention of freeing the slaves still held by the Confederate forces in the South ("Confiscation Acts").

¹⁸ The Emancipation Proclamation or Proclamation 95: a presidential proclamation and executive order issued by United States President Abraham Lincoln on January 1, 1863. It changed the federal legal status of more than 3.5 million enslaved African Americans in the designated areas of the South from slave to free ("Emancipation_Proclamation").

¹⁹ The Union: During the American Civil War, the Union meant the federal government of the United States, which was supported by the twenty free states and five border states. It was opposed by 11 Southern slave states. The Union states included the Western states of California, Oregon, and (after 1864) Nevada. They also included states then called the "Old Northwest" and now usually thought to be part of the Midwest. However, the Union has been also often called "the North", both then and now. The Union states were mostly richer and more industrialized ("Union (American Civil War)").

²⁰ Reconstruction period: it is the post-American Civil War period. It was the remaking of the Southern United States, after it had lost its war of rebellion and slavery was ended. ("Reconstruction era")

gain a foothold in the post-war economy thanks to restrictive black codes ²¹ and regressive contractual arrangements such as sharecropping.²²

Despite seeing degree of black participation in American political life during the Radical Reconstruction, which began in 1867, where newly enfranchised blacks gained a voice in government for the first time in American history, winning election to southern state legislatures and even to the U.S. Congress. Reconstruction was ultimately frustrating for African Americans, and the rebirth of white supremacy including the rise of racist organizations such as the Ku Klux Klan (KKK) had triumphed in the South by 1877.

Almost a century later, resistance to the lingering racism and discrimination in America that began during the slavery era would lead to the Civil Rights Movement of the 1960s, which would achieve the greatest political and social gains for blacks since Reconstruction.

3.8 The Civil Rights Movement (1954 – 1968)

The African-American Civil Rights Movement was an on-going fight for racial equality that took place for over 100 years after the Civil War. Leaders such as Martin Luther King, Jr.²³, Booker T. Washington²⁴, and Rosa Parks paved the way for non-violent protests which led to changes in the law. When most people talk about the "Civil Rights Movement" they are talking about the protests in the 1950s and 1960s that led to the Civil Rights Act of 1964, but as a matter of fact, the Civil Rights Movement has its background in the abolitionist movement before the Civil War. Abolitionists were people that thought slavery was morally wrong and wanted it to come to an end. Before the Civil War, many of the northern states had outlawed slavery. During

²¹ Black codes: restrictive laws designed to limit the freedom of African Americans and ensure their availability as a cheap labour force after slavery was abolished during the Civil War (History.com Editors).

²² Sharecropping is a form of agriculture in which a landowner allows a tenant to use the land in return for a share of the crops produced on their portion of land ("Sharecropping").

²³ Martin Luther King Jr. (1929-1968): The African American minister and Nobel Prize winner. He originated the nonviolence strategy within the activist civil rights movement. He was also one of the most important black leaders of his era ("Martin Luther King Jr. Facts").

²⁴ Booker Talia Ferro Washington (1856-1915): an African American educator and racial leader, founded Tuskegee Institute for black students. His "Atlanta Compromise" speech made him America's major black leader for 20 years ("Booker T Washington Facts").

Chapter One: The American History of Racial Discrimination

the Civil War, Abraham Lincoln freed the slaves with the Emancipation Proclamation. After the war, slavery was made illegal with the thirteenth amendment to the U.S. Constitution.

Unfortunately, the freed slaves were denied from the rights they expected as American citizens. After the Civil War, many southern states continued to treat African-Americans as second class citizens. They implemented laws that kept black people separate from white people. These laws became known as Jim Crow ²⁵laws. They required separate schools, restaurants, restrooms, and transportation based on the colour of a person's skin. Other laws prevented many black people from voting.

The early Protests started in 1900s when black people began to protest the Jim Crow laws that southern states were implementing to enforce segregation. Several African-American leaders such as W.E.B. Du Bois ²⁶and Ida B. Wells²⁷ joined together to found the NAACP²⁸ in 1909. Another leader, Booker T. Washington, helped to form schools to educate African-Americans in order to improve their status in society.

The Civil Rights Movement grew and gained momentum in the 1950s when the Supreme Court ruled that segregation in schools was illegal in the case of Brown v. Board of Education. Federal troops were brought in to Little Rock, Arkansas to allow the Little Rock Nine ²⁹to attend a previously all white high school.

The 1950's and early 1960's brought about several major events in the fight for the civil rights of African-Americans. In 1955, Rosa Parks was arrested for not giving up her seat on the

²⁵ Jim Crow: Jim Crow: was a theatre character performed by Thomas D. Rice and an ethnic depiction in accordance with contemporary white ideas of African-Americans and their culture. The character was based on a folk trickster named Jim Crow that was long popular among black slaves ("Jim Crow character").

²⁶ W.E.B. Du Bois or William Edward Burghardt Du Bois (1868-1963) was a major African American scholar, an early leader in the 20th-century African American protest movement, and an advocate of pan-Africanism ("W.E.B. (William Edward Burghardt) Du Bois Facts").

²⁷ Ida B. Wells -Barnett (1862-1931): an African American journalist, was an active crusader against lynching and a champion of social and political justice for African Americans ("Ida. B. Wells-Barnett Facts").

²⁸ NAACP : The National Association for the Advancement of Coloured People. It is a civil rights organization in the United States, formed in 1909 as a bi-racial endeavour to advance justice for African Americans by a group including W. E. B. Du Bois, Mary White Ovington and Moorfield Storey ("NAACP").

²⁹ Little Rock Nine: a group of nine African American students enrolled in Little Rock Central High School in 1957. Their enrolment was followed by the Little Rock Crisis, in which the students were initially prevented from entering the racially segregated school by Orval Faubus, the Governor of Arkansas. They then attended after the intervention of President Dwight D. Eisenhower ("Little_Rock_Nine").

bus to a white passenger. This sparked the Montgomery Bus Boycott which lasted for over a year and brought Martin Luther King, Jr. to the forefront of the movement. King led a number of non-violent protests including the Birmingham Campaign³⁰ and the March on Washington.³¹

In 1964, the Civil Rights Act was signed into law by President Lyndon Johnson. This act outlawed segregation and the Jim Crow laws of the south. It also outlawed discrimination based on race, national background, and gender. Although there were still many issues, this law gave the NAACP and other organizations a strong base on which to fight discrimination in courts.

In 1965, another law was passed called the Voting Rights Act. This law said that citizens could not be denied the right to vote based on their race. It outlawed literacy tests (a requirement that people be able to read) and poll taxes (a fee that people had to pay to vote).

Conclusion

Although the United States is portrayed today as a bastion and champion of human freedom, with human rights, democratic institutions, unlimited opportunities, and equality, its history of racial segregation «racism» could not be denied. However, the U.S is not the first to practice segregation based on the skin colour, but it is rather the latest one in a long line of such behaviours where people were judged or classified based their skin colour. In the next chapter, more will be tackled on the importance of the white skin colour and the cosmetics use in relation to it throughout history.

³⁰ The Birmingham campaign, or Birmingham movement, was a movement organized in early 1963 by the Southern Christian Leadership Conference (SCLC) to bring attention to the integration efforts of African Americans in Birmingham, Alabama. Led by Martin Luther King Jr., James Bevel, Fred Shuttlesworth and others, the campaign of non-violent direct action culminated in widely publicized confrontations between young black students and white civic authorities, and eventually led the municipal government to change the city's discrimination laws ("Birmingham campaign").

³¹ The March on Washington: a massive protest march that occurred in August 1963, when some 250,000 people gathered in front of the Lincoln Memorial in Washington, D.C. Also known as the March on Washington for Jobs and Freedom, the event aimed to draw attention to continuing challenges and inequalities faced by African Americans a century after emancipation. It was also the occasion of Martin Luther King, Jr.'s now-iconic "I Have A Dream" speech (History.com Editors).

Chapter Two:

The History of Cosmetic Use in Relation to White Skin Colour

Throughout history, the importance and the value of the skin colour has been highly stressed, especially for women. The social sanctioned standards of attractiveness set the white skin as an ideal for the perfect skin complexion which pushed women to follow certain beauty routines and to use specific materials. In order to reach the desirable white skin colour, many women used what is known today as cosmetic products. Therefore, the next sections of this chapter will be conducted to explore the historical precedents underlying the creation and the use of cosmetics in relation to the white skin colour starting from ancient periods to the modern times.

1. Definition of Cosmetics

Such a word is defined in the European Union Regulation 1223/2009, Article 2.1.a as follow:

Cosmetic products definition' means any substance or mixture intended to be placed in contact with the external parts of the human body (epidermis, hair system, nails, lips and external genital organs) or with the teeth and the mucous membranes of the oral cavity with a view exclusively or mainly to cleaning them, perfuming them, changing their appearance, protecting them, keeping them in good condition or correcting body odours ("Cosmetic Products Definition in the EU").

Etymologically speaking, the word cosmetic originally dates back to the ancient Greek word "kosmetikos" which means a sense of harmony, order and tranquillity. It was first used in the 17th century as a noun denoting the art of beautifying the body.

Thus, based on what has been mentioned above, cosmetic products may include:

- Creams, lotions, gels, soaps and oils for the skin.
- Perfumes, deodorants and antiperspirants.
- Bath and shower preparations.

- Hair products such as colorants, cleanser conditioner, hairdressing, waving, straightening and fixing hair.
- Products intended for application to the lips, for care of the teeth and the mouth.

Makeup does also belong to the cosmetic products. The noun refers to the sense of "appearance of the face and dress" and the sense of "cosmetics," attested by 1886, originally of actors. Today, the Italian word for makeup is 'trucco', which means trick.

2. The Creation of the First Cosmetics in the World

The civilization of ancient Egypt is one of the earliest civilizations on earth and in the world history. It came to rise around 3000 B.C. when the two major kingdoms of upper and lower Egypt unified under one ruler, king Narmer or Menes as he is known for some. The Egyptian civilization is not only remembered today as the cradle of civilizations, but also as the place from which many sciences and arts spread across the world. In addition to that, it is recognized as the birthplace of the most common beauty items that are used today.

The stupendous standard of productivity and sophistication that Egyptians were known for also covered the beauty field. Due to the importance the ancient Egyptian society gave for their look, their hygiene and their health; they worked on creating things to help them enhance their beauty. They took the advantage of what nature offered them from herbs such as chamomile, lavender and rosemary, in addition to other plants and trees like roses, aloe, olive, sesame and almond to produce cosmetics like creams, oils, soaps and perfumes.

The basic motive of using cosmetics back then was quite different than it is today. Unlike today's women, the ancient Egyptian women were not trying to impress anyone or to catch the eyes of any person was he a man or a woman, even the local Pharaoh's interest was not their purpose. The reason behind the application of beauty products on the ladies' face was a little

Chapter Two: The History of Cosmetic Use in Relation to White Skin Colour.

higher. The Egyptian ladies originally intended to please gods because they felt their appearance was directly related to their spiritual worth.

The other motive behind the legendary look that we now see in the hieroglyphics they left behind is that in ancient Egypt, eyes without makeup were thought to be vulnerable to the evil eye. Based on that belief, both men and women of all classes participated in this ritual and decorated their eyes using kohl and malachite, a bright green paste of copper minerals. Kohl and dark colours were believed to ward off the evil eye in addition to having other medical benefits such as repelling flies and warding off infections.

The Egyptian women were very creative when it came to the products they used as makeup. They used eye makeup called galena mesdemet, a mixture of lead ore and copper, or malachite, a bright green paste of copper minerals, around their eyes. Black and dark grey were applied to the lashes and upper eyelids when the green shades went on the lower one. To complete the ornate look around the eye, they lined their eyes with thick, extended lines giving them an almond shape with black powder named kohl, which is a combination of burnt almonds, ash, lead, ochre, oxidized copper and copper ores. They also applied a mixture of red clay or ochre and water or sometimes animal fats on their cheeks and lips which is considered the first blush and lipstick in the history. Henna use was also common in the Egyptian civilization. It was used to stain the fingertips and toes. At the end of the day, the ladies used a type of soap made from vegetable, oils and perfumes to remove all of these cosmetics.

Skincare treatments among other techniques and beauty products used today in spas³² and beauty salons could be traced back to the Egyptian civilization. The Egyptian ladies used coffee and Dead Sea salt as a scrub to exfoliate the skin and prevent its problems like psoriasis³³. Then, it was followed by donkeys' milk and honey baths that were perfect for extra lustre and glow in the skin. Finally, they applied oils such as almonds oil daily as a form of moisturizing and skin

³² Spas: A commercial establishment offering health and beauty treatment through such means as steam baths, exercise equipment, and massage ("Spa")

³³ Psoriasis: A skin disease marked by red, itchy, scaly patches ("Psoriasis").

protection. When it came to styling up their hair, the women used Shea butter³⁴ while Almond and castor oils³⁵ were used for hair growth. All these beauty rituals were among the queen Cleopatra's beauty routine.

Since everyone had access to the cosmetic products, the only way to distinguish between people whether they belonged to the poor class or to the upper one was to look at their applicators and storage. While poorer people relied on pots made of clay and sticks, the rich ones had containers made of ivory and applicators that were beautifully designed.

3. The History of Cosmetics Use in Relation to White Skin Colour

Each community of the ancient civilizations had its own standards of beauty related to body shapes, face features and skin complexions. To enhance their beauty and reach the idealism set by the society, women embraced certain rituals like using cosmetic products

3.1 The Ancient Greek Civilization

Ancient Greek women took a lot of care of their appearance and body. Therefore, the ladies embraced the use of cosmetics to enhance their beauty, but this practice was only limited to women of wealth. Unlike the Egyptians, the cosmetic products were not available for every woman because of the high prices it cost back then, only the rich could afford.

Archaeological evidence from different places as on palace frescos³⁶, paintings directly on the wall, and in the descriptive poems show that the pale skin in ancient Greek civilization was deemed as a sign of beauty and prestige. The light skin was also an indication of the person's social class. The rich people always stayed inside doors while the poor spent all the daylong

³⁴ Shea butter: a fatty substance obtained from the nuts of the Shea tree, used in cosmetic skin preparations and food ("Shea Butter").

³⁵ Castor oil: a pale yellow oil obtained from castor beans, used as a purgative, a lubricant, and in manufacturing oil-based products ("Castor oil").

³⁶ Frescos: A painting done rapidly in watercolour on wet plaster on a wall or ceiling, so that the colours penetrate the plaster and become fixed as it dries ("Frescos").

working outside under the sunlight which made their skin look darker than high society members.

To achieve the pale, clear, unblemished skin that was so desired, women used a cosmetic powder called fucus, a substance made from powdered chalk and white lead to cover up discoloration and impurities. Hair was also very important just as the skin colour because it showed the social class differences, slaves had short hair and rich or free women had long hair. However, after the Greek women married, they would always wear their hair up like in a bun. Just like dark skin, dark hair was not also appreciated, so women lightened that too by applying vinegar and then sitting for hours under the sunlight. Based on what Archaeologists have found, ladies wore hats with holes in the centre to keep their skin shaded from the sun.

3.2 Ancient Roman Civilization

In the Roman civilization, cosmetics were first used for ritual purposes only, but with time, it became an important part of their daily life. The use of cosmetics was exclusive to prostitutes and rich women because the products they used such as those imported from China, Germany and Gaul were so expensive.

The Roman beauty paradigm had been greatly influenced by the conquered people ideas of beauty especially the Greek and Egyptians. Similar to the Greek, the Romans also prized fair, white skin which they believed it represents wealth and the high position in the society. Their natural complexion was darker, for that reason, women went to extreme measures to achieve the desirable skin colour. The belief that white skin is more important than anything else pushed the ladies to use the poison lead based whiteners at the expense of their health.

To fight and hide wrinkles, pimples, sun spots, freckles and flaking, the Roman women regularly used face masks as part of their beauty routine. These masks were made of popular

Chapter Two: The History of Cosmetic Use in Relation to White Skin Colour.

ingredients such as oils, honey, vinegar, basil³⁷ juice, rose water, eggs, anise³⁸, frankincense³⁹ and goose fat. They also used some rather exotic ingredients such as placentas or sheep wool's sweat, excrement, animal urine, sulphur, oyster shells and bile⁴⁰.

Even though the pale skin was honourable, a light pink colour on the cheeks was considered to be attractive and in the same time a sign of good health. The blush was made from the expensive imported red ochre, red lead or rose petals. When these substances could not be found, the rouge was made by the available ingredients like brown seaweed.

Due to Rome weather conditions and the cosmetics poor composition, women needed to reapply their makeup several times a day. Rich women didn't apply their makeup themselves. It was prepared and applied in small chambers by female slaves called Cosmetae. These servants worked hard to beautify their wealthy Roman mistresses. They made creams, lotions and cosmetics too.

Perfumes were very popular in ancient Rome. As a matter of fact, it was heavily used to hide the bad odour of the makeup wore by women. They were made of flowers and herbs in different forms liquid, solid and sticky one.

The use of makeup was no more exclusive to the royalty and aristocracy women after the cheap knock-offs⁴¹ appeared. Poor and working-class women could afford the cheaper varieties. It was used by the majority of Roman women especially in the height of the Roman Empire where women were not viewed as pretty if they did not use them.

The Romans agreed on the cosmetics use for the preservation of beauty only. They were against the unnatural embellishment which for them denoted a desire to be seductive. They also

³⁷ Basil: An aromatic plant of the mint family, native to tropical Asia. The leaves are used as a culinary herb, especially in Mediterranean dishes ("Basil").

³⁸ Anise: a Mediterranean plant of the parsley family, cultivated for its aromatic seeds which are used in cooking and herbal medicine ("Anise").

³⁹ Frankincense: An aromatic gum resin obtained from an African tree and burnt as incense ("Frankincense").

⁴⁰ Bile: a bitter greenish-brown alkaline fluid which aids digestion and is secreted by the liver and stored in the gall bladder ("Bile").

⁴¹ Knock-offs: a copy or imitation, especially of an expensive product ("Knock-off").

questioned the purposes of the women to put makeup in such a way. Juvenal⁴² wrote: "a woman buys scents and lotions with adultery in mind" (Ferlei-Brown). For that reason, the consensus was that the excessive use of cosmetics by women was deceitful and manipulative and was a form of witchcraft practices. As they were opposed to the usage of all man-made luxuries, Stoics⁴³ were against the use of cosmetics too. As an example, Seneca⁴⁴ advised virtuous women to avoid cosmetics, as he believed their use to be a part of the decline of morality in Rome.

Despite shouts of displeasure from men, blasphemous comments and the gross applications, these did not discourage the women. On the contrary, they kept using cosmetics and enjoying it.

3.3 The Middle Ages

The tradition of using cosmetics was originally adapted from the ancient Egyptian culture. The Greeks and the Romans were regular users but unlike the Egyptians, this tradition was only common among the high-class society members and prostitutes. Commoners did not have access to such luxuries. The cosmetics use faded with the fall of the Roman Empire and it did not become common again until the Middle Ages.

In the Middle Ages, the pope was superior to even monarchs, kings and queens. This power the pope had, made the church an integral part of the political, economic, and social life. People believed that God, Heaven and Hell all existed. They also thought that the only way

⁴² Juvenal: (c.60–c.140), Roman satirist; Latin name Decimus Junius Juvenalis. His sixteen verse satires present a savage attack on the vice and folly of Roman society, chiefly in the reign of the emperor Domitian ("Juvenal").

⁴³ Stoics: members of the ancient philosophical school of Stoicism which is a school of Hellenistic philosophy founded by Zeno of Citium in Athens in the early 3rd century B.C. Stoicism is a philosophy of personal ethics informed by its system of logic and its views on the natural world. According to its teachings, as social beings, the path to eudemonia (happiness) for humans is found in accepting the moment as it presents itself, by not allowing oneself to be controlled by the desire for pleasure or fear of pain, by using one's mind to understand the world and to do one's part in nature's plan, and by working together and treating others fairly and justly ("Stoic").

⁴⁴ Seneca: an ancient Roman philosopher. He was a Stoic who adopted and argued largely from within the framework he inherited from his Stoic predecessors. Seneca's texts have many aims: he writes to exhort readers to philosophy, to encourage them to continue study, to articulate his philosophical position, to defend Stoicism against opponents, to portray a philosophical life, and much more. Seneca also writes to criticize the social practices and values of his fellow Romans (Wagoner).

they could get to Heaven was if the Roman Catholic Church let them. In other words, the church had total control over the people.

The adaptation of 'cosmetics use' faced a strong opposition from certain segments especially the church. It declared wearing makeup as a sinful and an immoral thing to do. Biblical references about vanity and harlotry were used; descriptions of painted face's women were included too. Eventually, the use of cosmetics became a synonym of morals' loose.

The church forbade cosmetics and their use was only present in prostitution houses, but that was not for a long time, the clergy men made exceptions. The distortion caused by illnesses that made women look unattractive excused them from the vanity sin if they used cosmetics. The wish of not being repelled by their husbands or others was seen as an acceptable reason for the cosmetic enhancement.

In the European middle ages, the dark skin colour was associated with lower class and poverty. People had to work outside in agricultural jobs which caused in darkening their natural light skin colour while some were rich enough not to work outdoors. Therefore, the pale faces became an indication of nobility. Thus, the attempts of lightening the skin appeared, both men and women used a variety of products including white lead paint on their skin to look more aristocratic.

During the medieval period, the pale looking skin was regarded as the most beautiful of all kind. It was so important to some women that they reached the point to bleed themselves to achieve it, often at their own hand.

3.4 The Elizabethan Era

The pale skin never left the scene of beauty at all. Until the 16th century, it was still considered as a sign of good health and prestige. The burden of going out and working hard for their living prevented the poor from achieving such a complexion.

Although many of the fashionable trends during the previous times have involved white faces, Elizabethan beauty took the idea to the extreme. As a matter of fact, Queen Elizabeth I look was a guiding portrait of beauty during her reign. Her skin colour complexion impacted the women who strived badly to gain the pale skin she had. They used a number of ways to achieve it. Venetian Ceruse, also known as Spirits of Saturn was the most popular foundation. It was made out of pure white lead powder, water and vinegar. Others preferred tin ash⁴⁵, sulphur⁴⁶, alum⁴⁷, etc. These white foundations were applied to the face, neck and bosom. The women also used White eggs to hide wrinkles. The English ladies' intention behind wearing such a glowing style was to differentiate aristocracy from the middle classes.

Naturally, the long term use of poison lead in addition to other dangerous and highly toxic substances caused some serious health issues such as discoloration and withered of the skin, teeth-rotted, hair loss and eventually, death. It's believed that the cosmetic concoction Elizabeth used to cultivate her infamously pale look may have impacted her health.

3.5 The U.S.A (20th century)

Prior to the American Revolution (1765-1783), many upper-class American colonists from both genders used makeup which was commonly called "paint", a white substance applied on the face, but shortly after the war, things changed, the use of cosmetics declined for becoming socially unacceptable. The men use of makeup was regarded as effeminate gesture. All the practices related to the use of cosmetics by men were eliminated except hair-dressing while the natural, untouched appearance of a woman became strongly admired. The other cosmetics used

⁴⁵ Tin: is quite a rare element, occurring chiefly in the mineral cassiterite. Pure crystalline tin exists in two allotropic modifications, the metallic form (white tin), and a semi metallic form (grey tin). It is used in various alloys, notably bronze, and for electroplating iron or steel sheets to make tinplate ("Tin").

⁴⁶ Sulphur: The chemical element of atomic number 16, a yellow combustible non-metal. It occurs in volcanic and sedimentary deposits, as well as being a constituent of many minerals and petroleum. It is normally a bright yellow crystalline solid, but several other allotropic forms can be made. Sulphur is an ingredient of gunpowder, and is used in making matches and as an antiseptic and fungicide ("Sulphur").

⁴⁷ Alum: a colourless astringent compound which is a hydrated double sulphate of aluminium and potassium, used in solution in dyeing and tanning ("Alum").

Chapter Two: The History of Cosmetic Use in Relation to White Skin Colour.

by women such as face creams, masks and similar products that were intended to treat the skin problems and improve its look were not included in the prohibition.

During the 19th century, the manufactured cosmetic products number in U.S.A was low, for that reason, women relied on other sources to enhance their beauty. They used the inherited recipes from their mothers, the exchanged one between them in addition to that mentioned in the magazines to prepare lotions, powders and skin washes to lighten their complexions and reduce the appearance of blemishes or freckles, all that was done in a very discreet way.

To attain the era's ideal feminine identity that was represented in a natural and demure woman with a pale complexion, rosy lips and cheeks, and bright eyes, women secretly used pigments from petals or berries to stain their lips and cheeks. They also darkened their eyebrows and eyelashes with ashes.

Thanks to the boom of the movie industry in the early 20th century, the qualities associated with beauty quickly shifted. That boom changed the public opinion about "painted women" who became recognized as respected women despite the dramatic mascara,⁴⁸ eyeliner⁴⁹, dusky eye shadow⁵⁰ and lipstick⁵¹ they wore. Wearing more conspicuous makeup especially in cities rose as the new trend. Although wearing makeup became accepted after it was only seen as a mark of sex and sin for centuries, in addition to the emergence of new fashion in hair, lips and eyes in the following decades, but the principle of being white means to have a white skin colour never changed.

The flourish of beauty industry after the World War II (1939 to 1945) characterized with a remarkable increase in the whitening creams directed to women of colour. Many skin-bleaching commodities such as Nodinalina skin bleaching cream, a product which has been in the US market since 1889 attempted to change the skin colour to a lighter tone in order to meet the

⁴⁸ Mascara: a cosmetic for darkening and thickening the eyelashes ("Mascara").

⁴⁹ Eyeliner: a cosmetic applied as a line round the eyes to make them appear larger or more noticeable ("Eyeliner").

⁵⁰ Eyeshadow: a coloured cosmetic applied to the eyelids or to the skin around the eyes to accentuate them ("Eyeshadow").

⁵¹ Lipstick: coloured cosmetic applied to the lips from a small solid stick ("Lipstick").

Chapter Two: The History of Cosmetic Use in Relation to White Skin Colour.

standards of the white America. The African-American women along with the white eastern and southern European women have used skin-whitening in order to appear as white as their Anglo-Saxon native white sisters. Both, the dark skinned eastern and southern Europeans along with those with sufficiently light skin tones but are legally categorized as racially black by their invisible one drop of black blood could pass for white. The main reason for adapting this practice by women of colour was to access the exclusive cultural and economic privileges whiteness accrued. The fear of the infiltration of invisible blackness has fuelled both the marketing strategies of beauty industry and the anxieties of white women that they may not appear white enough. The industry of skin-whitening products developed to become a multibillion-dollar industry and dominates the globe and the American cosmetics market in particular.

Conclusion

The dark skin colour has always been deemed as a symbol of poverty, ugliness and uncleanness. On the following chapter, light will be shed on the issue of race-based segregation and colourism⁵² in the beauty industry field during the 21st century.

⁵² Colourism: Prejudice or discrimination against individuals with a dark skin tone, typically among people of the same ethnic or racial group ("Colourism").

Chapter Three:

Chapter Three: Main Acts of Racism in Beauty Industry

Chapter Three: Main Acts of Racism in Beauty Industry

Unlike the ancient civilizations, the modern perceptions of beauty became in the businessmen's hand. The successive generations of entrepreneurs shaped people's perceptions of beauty and built the business organizations needed to market them. They also defined the gender and ethnic borders of beauty, and its association with a handful of cities, notably Paris, Milan and later New York. The result was a globalization of beauty ideal throughout the world.

The societies around the globe differ markedly from each other. It can be seen as analogous to biodiversity, but when the beauty industry homogenized beauty ideal throughout the world, it ignored those varieties of human societies and cultures.

The association of beauty with the western white ethnicity is a complex consequence of colonization. The white man colonized, enslaved and oppressed people for their country natural resources. Most of these colonized countries happen to be closer to the equator, an area known for its locals dark skin tones. Colonizers were in power and found systems to maintain it more by setting their ilk above everyone else.

The deep rooted ideas about whiteness and what does afford from acceptance, privilege, wealth and luxury made it more desirable and became the cultural standard for beauty. In the context of talking about the globalization of beauty, the Indian graphic artist Nikki Dugal said: "it's something we have internalized, and it's propagated by everyone since we still have this colonial hang-up that white is better, white is wealth, white is someone rich enough to never toil in the sun"("Is Beauty Globalized?").

Since the culture of White America has dominated the value systems in the United States, what is deemed as beautiful or not is mainly based on the White American aesthetics. In this country, White is not only the universal standard of beauty, but, it is also the default. Moreover, White beauty standards exceeded the complexion tones to include double eyelids, high-bridged noses and delicate bone structure.

Chapter Three: Main Acts of Racism in Beauty Industry

The election of Barack H. Obama as president of the United States, the first non-white male president, might have implied the end of racism for many people, but unfortunately, the change of the racial attitudes of white America is still in the beginning of the way. Until the 21st century, the American women from African descent are still experiencing the widespread of racism and discrimination across the country. The segregation behaviours they have to go through cover all areas of life, including beauty.

1.The Lack of Diversity in Products

The beauty industry has many categories and specializations, the makeup industry is one of the most controversial areas. The issue of diversity in this field is obvious especially that the industry is known for its long track record of lack in representing racial minorities. The industry ignores the African-American women needs for cosmetics such as foundations⁵³ and concealers⁵⁴ that are vary depending upon the consumer's skin tone⁵⁵. Often, the products of complexion⁵⁶ boast a range of pale and medium skin tones but fail to cater for blacks. As an example, the American makeup brands, to name few, Marc Jacobs (**see appendix 1**) and Estee Lauder (**see appendix 2**) have only catered to lighter-skinned women.

In January 2018, the Tarte Cosmetics brand went under fire on social media after they announced their newest product, the Shape Tape Foundation. The range featured fourteen shades, with only three catering to darker complexions (**see appendix 3**). Several beauty bloggers criticized this major lack of shade range in their line, pointing out that there were more light shades than darker ones.

In an article under the title "Why Are Women of Colour Still Having Trouble Finding Foundation?" published on Cosmopolitan.com Andrea Arterberry, a black freelance writer from Dallas, wrote about her disappointing beauty trials: "While there were dozens of shades, not one

⁵³ Foundations: a cosmetic usually used as a base for makeup ("foundation").

⁵⁴ Concealers: a cosmetic used to conceal blemishes or discoloration especially under the eyes ("Concealer").

⁵⁵ Tone: a tint or shade of colour ("Tone").

⁵⁶ Complexion: the hue or appearance of the skin and especially of the face ("Complexion")

Chapter Three: Main Acts of Racism in Beauty Industry

suites my olive undertones⁵⁷. I knew from years of trial and error that, once applied, those pale shades would give me that 'trashy ashy' look"(Andrea Arterberry).

Some companies' owners would object on this issue of inclusiveness claiming it is just the basis of business, supply and demand matter, and that there is a greater demand for white shade ranges than the dark one, while others would claim to be diverse but only offer one of two shade tones for African-American women. As an example, Jamie Lima, the chief executive officer(CEO) of cosmetics brand called IT Cosmetics, has always talked about the importance of inclusiveness within the makeup community, yet, based on many bloggers and makeup artists, her own beauty line is not modelling that inclusiveness; on the contrary, it has the worst shade ranges for women of colour.

The experts in the beauty industry pointed to the underlying problem of many brands treating African-American women as an entirely separate group of consumer. Karen Chambers, director of product development at Iman Cosmetics brand said: "In the beauty industry, brands often divide skin tones into two categories: general and ethnic". In the same context, she also stated: "There is not a broader sense of inclusiveness that recognizes that women are really a single category." Chambers continued her talk about this topic where she pointed out that this division is an unfortunate remnant of the history of makeup in America (Elizabeth Segran).

For years, L'Oreal and Estée Lauder took control over the beauty market. The shelves of department stores and drug stores were filled with their products which were the so-called white mainstream consumer. To cater the black women cosmetics' needs, the responsibility was fell on niche brands like Flori Roberts, Fashion Fair and Black Opal, but with only a fraction of advertising and distribution budgets of firms owned by multinational corporations, these niche brands products were relegated to small specialty stores.

⁵⁷Undertones: a subdued colour, specifically a colour seen through and modifying another colour ("Undertone").

Chapter Three: Main Acts of Racism in Beauty Industry

In September 2017, the singer and businesswoman Rihanna made headlines when she launched Fenty Beauty, a makeup line offers a more diverse product range that includes fifty shades of foundation made for women of all skin colours and undertones(see **appendix 4**). Fenty liquid foundation product, Pro Filt'r, was so ground breaking that it made onto Time's 25 Best Inventions of 2017 list. Fenty confirmed that inclusivity in cosmetics is not just ethical but profitable too. By catering to customers other mainstream brands have largely ignored, Fenty generated more than \$72 million in media value alone the month after its debut (Williams).

When Rihanna talked about her beauty line, she stated: "In every product, I was like, 'There are needs to be something for a dark skin girl. There are needs to be something for a really pale girl. There are needs to be something for someone in-between'"(Grayson9), Rihanna also said in a Fenty Beauty Instagram video. "You want people to appreciate the products and not feel like, 'Oh, it's cute, but it only looks good on her'"(Borovic).

Many people celebrated Rihanna initial move. Danielle Gray of The Style and Beauty Doctorwebsites stated:"We've been complaining about the lack of diversity...for years, and here comes the Bajan princess swooping in with Fenty Beauty and became an instant game changer, love it"(Labouvier). Even some brand reaction was positive, Sephora for instant, called Fenty the most inclusive beauty brand in the world.

The inclusivity and diversity of Fenty beauty line did not only exist in the products, but they were also present in its advertising campaign. The campaign prominently featured with numerous black fashion models and other models of colour like Slick Woods, Halima Aden, Leomie Anderson, Indymarie Jean, Paloma Elsesser, Selena Forrest, Camila Costa, and Duckie Thot(see **appendix 5**).

2. The Features' Changing Products

From its rise in the late 19th century, the beauty industry had devalued the value of the black women skin colour. It tried to change these women racial features, essentially to make them indistinguishable from the white ones. The first beauty products that were made for black women included skin bleaching creams and hair straighteners, so they could meet the Eurocentric beauty standards that were set by the industry. The dark skin and curly hair those women had were treated like blemishes that could be scrubbed away with a cream or a powder.

After 150 years from the abolishment of slavery, the African-American women are still carrying the weight of feeling unloved and not beautiful simply because of their dark skin variation. The industry does not celebrate the dark skin but still profits from the purchases that African-American women make. In the American beauty industry, skin lightening, chemical hair relaxing and plastic surgery are a lucrative market. In the drug stores, there are entire aisles dedicated to these products. For example, Olay Natural White, Ambi Fade Cream and Clean & Clear Fairness Cream are some of the most popular skin-bleaching products. The industry also offers invasive procedures such as skin bleaching, chemical peels, laser treatments, steroid cocktails, whitening pills and intravenous injections.

Despite the excessive use of these products, sales are difficult to assess. Many African-Americans are reluctant to admit that they bleach. For this reason, American brands will often market their products by using abstract language, claiming that the creams will fade even the tone or smooth out the texture. In this way, African-American women who buy the creams can avoid confronting the real reasons they feel compelled to purchase the product and in the same time skirting accusations of self-hate.

3.The Misrepresentations of the African-American Women

From the start, beauty industry together with mass media has perpetuated a form of racism toward African-American women. This form involves racist language, references, and stereotypes. Adroit marketing and branding strategies reinforced and diffused the false ideology of the supremacy of the western civilization. It also defined beauty and limited it to fair skinned owners with Eurocentric features.

The idea of having an Afro-textured hair or a black skinned woman on a billboard, a magazine cover or advertising video is still frightening to the media. The representation of the African-American women in mass media is still extremely marginalized. Now, with the technology advances the world reached and the rise of social media. Many people start using their platforms to call for diversity and inclusiveness in the beauty adverting industry and the media as a whole.

Under the backlash from marginalized communities, particularly African-American women, representation of black skinned women in media has increased slightly over the past decade. However, finding positive depictions of women with dark skin tones or natural hair is still nearly impossible in mainstream media.

3.1 The White-Washed Technique

White washing is one of the used Photoshop techniques that have occurred many times in media. Companies like L'Oreal and Clairol are two of many examples where beauty brand manipulated and even eradicated the models features to show a whitened version. This digital distortion is come to implant seeds of being a beautiful woman means to have fair skin, straight hair and light eyes.

The recent example of this digital lightening is when Beyonce's picture, a famous African-American singer and actress, was manipulated in a L'Oreal ad back in 2008. Her picture was so drastically lightened to the point where some people accused the famous singer of bleaching her

Chapter Three: Main Acts of Racism in Beauty Industry

skin. It turned out later that it was the ad that washed the colour away from the pop star's face(see **appendix6**). TMZ, celebrity news site referred to the picture as "bleached out" and "photoshoped". A poll was launched online by the same site where people were asked if that white-washed photo was a "slap" to the Black community. The pollsters agreed that it was.

L'Oreal has come under fire for the whitewash of Beyonce's picture. As a respond, the brand denied the claims and stated: "It is categorically untrue that L'Oreal Paris altered Ms. Knowles' features or skin tone in the campaign"(Glaister).

Naomi Campbell was also one of the African-American faces that have white-washed. In 2013, the beautiful dark-skinned model's picture was on the cover of Vogue Thailand(see **appendix 7**). After few hours from the release of the magazine, many bloggers commented on the supermodel's picture and the fact that her skin and eyes appeared much lighter. Someone called Cosmic Voices wrote in Fashion Spot's iFS Forum "It's such a shame that retouchers aren't just over-Photoshopping but in fact lightening the skin tone". A website called The Gloss, also took aim at the cover "It's hard not to see a racial side to this, they lightened her skin and eyes for god's sake. This shows just how insidious beauty standards can be, and even a supermodel could be prettier. She could be less Black"(Gordon).

The outrage that quickly reached fever pitch pushed the photographer, Marcin Tyszka, to share a statement where he said that his choices were stylistic and did not reflect any kind of racism. Likewise, Vogue Thailand stated that it didn't alter Campbell's looks in any way, but it acknowledged that showing a famous black supermodel in a photo with lighter skin does send a message, unintended or otherwise.

3.2 The Black-Faced Technique

The other digital technique used by the beauty industry in their ads is blackface. Blackface today is usually not the old-timey, black, grease covered faces and exaggerated red mouths. The modern blackface has evolved to skin darkening or modification of features to resemble black

Chapter Three: Main Acts of Racism in Beauty Industry

people. Some makeup brands photoshop their makeup swatches on dark skin. They tint a white model's skin colour and pass her off as black. This act is proved in the swatches, because they end up looking the same on all skin tones.

The Mini Bronze & Glow palette by Natasha Denona is one of the products that have sparked this issue (see **appendix 8**). Bloggers and makeup artists have noticed that with taking a close look at the swatches, they're all eerily similar on both the light and dark skin tones. However, on a black woman, it is not the same.

3.3 Mixed-Race Models

There is another kind of misrepresentations of the African-American women in the beauty industry and media. The black community's calls for diversity within the field with all its areas were somehow answered, but not as it has been wished because the personas those were supposed to represent them almost always fit the white ideals. They have lighter, coloured, straighter hair, coloured contacts and often shrinking figures, to name few Tyra Banks, Halle Berry, Rihanna, Gabrielle Union, Ciara, Zoe Saldana, Brandy, Janet Jackson, Alicia Keysand the list goes on (see **appendix 9**).

4. Racism behind the Scenes

The racist acts cover all the beauty industry sectors. On Black Entertainment Television's YouTube channel, there is a video titled 'Black Like Me' where black skinned model Khoudia Diop along with Leomie Anderson, Nyakim Gatwech and Ajak Deng described the extreme difficulties they face as black models backstage in the modeling and fashion industry. They frequently encounter professional hairstylists and makeup artists who don't know how to style a black woman. Khoudia Diop, a Senegalese model living in New York, stated : "being backstage, not having someone to do my hair right or my makeup right makes me feel like I'm not represented, like no one just really care about me" (BET Her 1:34-1:45). Black models also have often had to bring their own hair and makeup items to the set as a response to the lack of the

Chapter Three: Main Acts of Racism in Beauty Industry

appropriate products. Diop described this point too saying: "I was have to travel with a brush and gels because when I am backstage, sometime I have to do my hair or do my makeup. Well, it's not that they don't provide someone to do it, but they won't do it the way I like, or it won't be, you know, what I want "(BET Her 1:59-2:14). In the light of talking about this topic, the black British model Jourdan Dunn, Maybelline New York face for 2014, once said in a Vogue interview:

To be honest, the choices can still be limited for darker skin, people don't understand they'll offer darker shades but they don't understand the different tones in darker skin whether they will be too ashy or too orange. It would be great if makeup artists were better educated in how to do makeup on darker skin"("The Perception of Beauty Standards").

5.Racism on the Runways

Fashion, another category of the beauty industry, is known for diversity issue too(see **appendix 10**). Asan example, In New York Fashion Week, one of the world's biggest fashion events, Jezebel blog revealed that 78.69% of the models on 148 Fall/Winter 2014 shows were white (only 985 out of 4,621 being of colour). This rate has stayed roughly constant for the past 6 seasons (Dries).

In 2013, the former model and fashion activist Bethann Hardison along with supermodels Naomi Campbell and Iman formed a coalition called Diversity Coalition. This foundation came to demand for diversity and end racism on the runway. In an open letter to the international fashion industry bodies in cities of New York, London, Milan and Paris, The three ladies criticized the industry for its white model casts stating that "no matter the intention, the result is racism"(Sauvalle). The manifesto also included big brand names like Calvin Klein, Donna Karan, Armani and many others who their previous shows featured one or no model of colour at all.

Chapter Three: Main Acts of Racism in Beauty Industry

After four years, an online forum for fashion insiders named The Fashion Spot, released its Runway Diversity Report for fall 2017. The report surveyed 241 shows during the fall season of that year. People of colour represented almost 28 percent of the models in those shows collectively. The report examined national and international runways and found that the highest racial diversity across the four major participating cities (New York, London, Milan, and Paris) was in New York with 31.5 percent of coloured models. (Report: Fall 2017 Was a Banner Season for Runway Diversity, Especially in New York) The chief editor of The Fashion Spot, Jennifer Davidson, told The New York Times "I personally don't think 31.5 per cent is enough, but it's definitely an improvement"(Safronova).

6.The Racist Beauty Adverts

Sometimes, the beauty brands can hit the nail on the head and deliver incredible adverts to impress their client and boost sales. Other times, the marketing campaigns can get completely wrong and produce terrible adverts that cause a lot of controversies, often resulting in a boycott and loss of sales.

Over the decades, there have been many examples of brands delivering terrible campaigns. most of the time, these whoopsies received plenty of backlash from people and in the same time affected the company no matter how big or small and have lasting impressions.

Dove is a popular skincare brand that targets U.S. among other numerous countries around the globe with their moisturizers, deodorants and hair care products. In 2017, Dove released an advert on their Facebook page, a three-second GIF featured three women each one removing her shirt to reveal the next. The advert showed a transition from the black woman to the white woman after supposedly using the beauty brand's body lotion(see **appendix 11**). Dove's advert was not an isolated case by one company, but it was rather the latest in a long line of racist soap advertising where the dirty black person cleansed into whiteness(see **appendix 12**).

Chapter Three: Main Acts of Racism in Beauty Industry

The firm found itself in hot water after the post of the advert on its Facebook page. The video caused an international outcry and uproar. Many social media users felt the pictures were reminiscent of the past racist ads that depicted Americans from African descent as dirty, until they use a soap that transforms them into a clean white person.

Few hours later, the campaign was removed from Facebook while the owners of the brand Unilever, released a statement in which they apologized for the advert. They wrote: "Dove is committed to representing the beauty of diversity. In an image we posted this week, we missed the mark in thoughtfully representing women of colour and we deeply regret the offense that it has caused"(Dove). While the spokeswoman for Dove, Marissa Solan, stated that "the GIF was intended to convey that Dove Body Wash is for every woman and be a celebration of diversity, but we got it wrong and, as a result, offended many people" (Astor).

This advert was not the first time when the brand has been accused of making a racist statement in its marketing and receives such a backlash. In 2011, the brand also came under fire for a similar picture showing three women in a colour gradient from most to least melanin. Moreover, the black model stood in front of the side with cracked, dry skin labelled "before" while a white woman stood in front of the moisturized "after" side for the lotion advert(see **appendix 13**).

Nivea, the German skin care company also has a long record of racist adverts. One of these adverts was a deodorant ad which was recently released. The advert featured a long-haired white woman wearing all white with the slogan "White is purity", alongside with the tagline of "keep it clean, keep bright. Don't let anything ruin it."(see **appendix 14**) It is true that the post was aimed at the brand's Middle East audience, however, the campaign went out to more than 19 million fans across the world when it was posted on Facebook.

While the Nivea's deodorant advert quickly received plenty of backlash via social media, other groups of right-wing started to promote the advert with some going as far as saying Nivea

Chapter Three: Main Acts of Racism in Beauty Industry

was the official alt-right antiperspirant. Like Dove, Nivea pulled the advert that was labelled as discriminatory act and caused offence to many viewers. The brand also issued an apology for the post which they explained went against their core values.

Another racist advert was committed by H&M, a Swedish multinational clothing-retail company that has stores in 62 countries around the world. In January 2018, the fast-fashion giant showcased on their official United Kingdom website an image of a young black child modelling a green sweatshirt that included the slogan "Coolest Monkey in the Jungle."(see **appendix 15**) Though the term "cheeky monkey" is often used in the UK to refer to a little child regardless of race, in US, the recognition of "monkey" is related to being used to describe a black person. As a response, the African-American customers were outraged and some singers such as The Weeknd and G-Eazy boycotted the company by ending their partnerships with the brand while Twitter users called the company out for its lack of cultural sensitivity. H&M apologized saying: "This image has now been removed from all H&M channels and we apologize to anyone this may have offended" (Kottasová).

7.Racial Bias in Beauty

Beauty may be in the eye of the beholder, but the beauty industry has systematically crafted the lens through which Americans see others and themselves. In the past few years, this industry has taken a turn towards accepting certain black women features like lips, curves, skin colour and hair. However, the views are extremely contradicted. Black women are ridiculed for the same "beautiful features" that women all over the world are spending fortunes and risking their lives to gain it. As an example, African-American women have styled their hair into dreadlocks for centuries and were worn by Zendaya Coleman at the Oscar ceremony. Although the young actress is a mixed-race woman but only the pure white model Kylie Jenner picture with cornrows was granted the cover of Teen Vogue. Another example of this beauty racial bias

Chapter Three: Main Acts of Racism in Beauty Industry

is when the Cosmopolitan magazine called the same model Kylie Jenner's faux dreadlocks as "fire" on Twitter(see **appendix 16**). Black women have never been credited for their features, they were most of the time criticized and ridiculed for their natural beauty while the white women who adopt them as trends have received not only credit but praise too.

8.The Impact of Racial Beauty Standards on Women of Colour

In addition to peers, family and the perceived preferences of the opposite sex, the idealized images of beautiful women in beauty industry and media are the major influential factor that affects women's personal perception of their own beauty. Certainly, the effect of Western beauty standards on African-American women does vary from woman to another but; these stereotypical depictions are often implicated in unhealthy behaviours and low self-esteem among women of colour.

8.1 The Health Status

In a co-authored report by Ami Zota and Bhavna Shamasunder titled "The Environmental Injustice of Beauty: Framing Chemical Exposures from Beauty Products as a Health Disparities Concern", the authors reveal that the chemical exposure levels in women of colour are higher than those in white women. Based on the report, the reason behind this racial disparity hinges on unrealistic beauty standards that favour Western ideals and whiteness.

In order to meet the Eurocentric beauty standards, skin bleaching and hair relaxing are two of the most common practices among the African-American women. These practices are extremely harmful to health. Skin bleachers and hair relaxers are often containing dangerous ingredients, notably, mercury, hydroquinone and corticosteroids. Based on the report, the exposure to these chemicals has been associated with a variety of adverse diseases such as kidney and nervous-system damage, elevated blood mercury levels and skin cancer.

Chapter Three: Main Acts of Racism in Beauty Industry

Some of the other harmful beauty routines adapted by black women are related to the racist stereotypes that have always characterized black women as unclean. The African-American women are much more likely to both douche and apply baby powder to their genitals than Caucasian women. These feminine hygiene products used does contain toxic chemicals like phthalates which may cause reproductive health issues, in addition to increase risk of infections such as bacterial vaginosis⁵⁸ and pelvic inflammatory⁵⁹disease.

8.2 The Psychological Side

In the book titled "Explorations in Diversity: Examining the Complexities of Privilege, Discrimination, and Oppression", an interested African American woman in the clinical mental health counselling stated:

The psychological impact of being made to feel less worthy than others was devastating to me.

All women in general are exposed to oppressive beauty standards, but the added element of race often makes the experience worse for Women of Colour who are fed the narrative that the White/Western standard of beauty is the only standard of beauty. Constant exposure to this narrative makes it easy to doubt self-worth, question beauty, and develop a sense of self-hatred, particularly during such formative years as adolescence(Anderson et Middleton.262).

Indeed, research has confirmed what is mentioned above. The oppressive beauty standards affect negatively on women of colour self-esteem, which may lead to other serious psychological issues such as insecurity problems, self-hatred and inter struggles.

⁵⁸Bacterial vaginosis: Bacterial vaginosis is a disease of the vagina caused by excessive growth of bacteria ("Bacterial vaginosis").

⁵⁹Pelvic inflammatory: also known as pelvic inflammatory disorder, is an infection of the upper part of the female reproductive system, namely the uterus, fallopian tubes, and ovaries, and inside of the pelvis ("Pelvic inflammatory").

Chapter Three: Main Acts of Racism in Beauty Industry

Conclusion

Racism and discrimination are one of the American society's most horrible social problems. Although the equality and integration African-Americans gained in the 60s of the last decade, racial discrimination toward them persists to include more areas of life.

General Conclusion

The blacks have always suffered from racism. This has been their case since the day Europeans started deporting them to the various continents of the globe, including the US. There, they suffered even more when they were chained and obliged to work in plantations as slaves, a title that would last for generations, for each slave would give birth to another slave. And though the efforts made by some Whites to grant these oppressed people more freedom and rights through the amendments and civil rights, the suffering has never faded away.

Oppression towards the Blacks did not have a proper form or a specific age or gender as even women had to face the same dilemma. Present-day's racism towards African-American women is different than that mentioned in history books. The new form of racism is mainly portrayed in subtle ways, especially when it came to beauty. In the industry of beauty, racism is strongly present through relating beauty to white-skinned women only, the lack of diversity among its products, misrepresentations of the black women beauty, in addition to other racist behaviours, both verbal and visual ones.

The fact that one's skin colour can determine a whole range of variables in life has pushed women to practise certain behaviours which are most of the time unhealthy and may cause very dangerous diseases such as cancer. These practices may also have negative psychological side effects like low-self-esteem and insecurity problems.

Although many people tend to sugar coat the truth, the dissertation findings show that racism in US has never ended and its effects are still ringing today. Despite efforts done by organizations and persons, the US is still far from having quelled its problem related to racism.

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Appendices

Appendix 1



Appendix 3



Appendix 4



Appendix 5



Appendix 6



Appendix 7



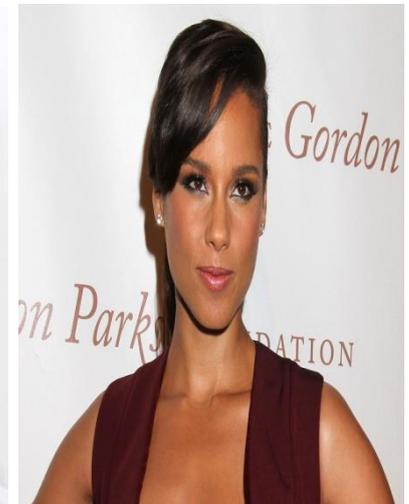
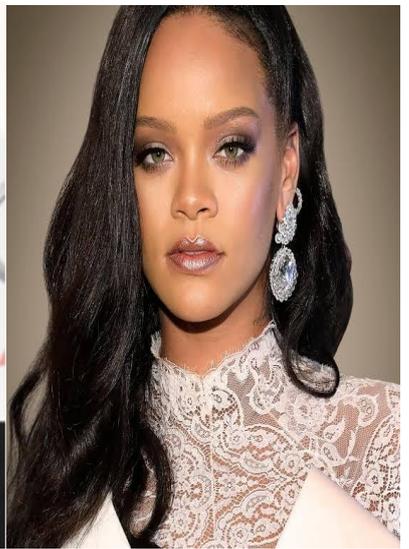
Appendix 8

NATASHA DENONA

BRONZE & GLOW PALETTE



Appendix 9



Appendix 10



Appendix 11



Appendix 12

For the finest skin
Physicians say
it is easy skin!

John J. Gray

Matchless for the complexion!

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"I have found it
Matchless for the hands
and complexion!"
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Appendix 13



Appendix 14



WHITE IS PURITY

 **NIVEA**
Keep it clean, keep bright. Don't let anything
ruin it, #Invisible

Appendix 15



Appendix 16



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Kylie Jenner just got
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