



Institute of
African Studies
CARLETON UNIVERSITY

THE INSTITUTE OF AFRICAN STUDIES PRESENTS

**Revisiting “the Yellow Fever”: Globalization of
Whiteness and Africa in the 21st century**

WITH

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**Wednesday, 21 September 2011, 1:00- 2:30 pm
433 Paterson Hall, Carleton University***

This presentation examines the emerging technologies and commodities of skin-whitening cosmetics. Skin-whitening or skin-bleaching is a practice whereby women (and some men) use various forms of skin whitening products in order to make their skin tone appear as light as possible. This presentation traces how the markets of cheaper but toxic forms of skin-whitening regimes used primarily by economically poor women of colour has also ushered in the emerging ‘high-end’ skin-whitening commodities marketed mainly to affluent Asian women for the purpose of whitening their skin tone and to white women as anti-aging ‘therapy.’ Consequently, I will explore how the discourse of ‘risks’, class, race, and gender have facilitated the formation and the globalization of, presumably, ‘safer’ but highly expensive skin-whitening commodities and concomitant technologies and how women of colour- women in Africa included still bear the damaging marks of the globalization of whiteness commodity.

This is part of the African Studies Brownbag Seminar Series (carleton.ca/africanstudies)

For more information, please contact the Institute of African Studies at
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