



Institute of  
**African Studies**  
CARLETON UNIVERSITY

**PRESENTS**

**“Wellness in Whiteness: Biomedicalisation and the Promotion of Whiteness and Youth among Women”**

**By**

**Professor Amina Mire**

Department of Sociology & Anthropology, Carleton University

**Wednesday September 18, 2019 | 1:00pm - 2:30 pm  
PA 433 (History Lounge)  
Carleton University\***

**The Book**

This book analyses the social and ethical implications of the globalization of emerging skin-whitening and anti-ageing biotechnology. Using an intersectional theoretical framework and a content analysis methodology drawn from cultural studies, the sociology of knowledge, the history of colonial medicine and critical race theory, it examines technical reports, as well as print and online advertisements from pharmaceutical and cosmetics companies for skin-whitening products. With close attention to the promises of ‘ageless beauty’, ‘brightened’, youthful skin and solutions to ‘pigmentation problems’ for non-white women, the author reveals the dynamics of racialization and biomedicalization at work. A study of a significant sector of the globalized health and wellness industries – which requires the active participation of consumers in the biomedicalization of their own bodies – *Wellness in Whiteness* will appeal to social scientists with interests in gender, race and ethnicity, biotechnology and embodiment.

**Biography**

**Amina Mire** is an Assistant Professor in the Department Of Sociology and Anthropology at Carleton University, Canada. Her research interests are in the history of women and technology, STEM and gender, bioethics, medical anthropology, medical humanities, and the biomedicalization of ageing.

**This is part of the African Studies Brownbag Seminar Series**

For more information, please contact the Institute of African Studies at 613-520-2600 ext. 2220 or [African\\_Studies@carleton.ca](mailto:African_Studies@carleton.ca) and (<http://www.carleton.ca/africanstudies/>)

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