

Colorism


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Convening 2: Multiple Racial Identities and Health

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*Your African features are all
you need for attractiveness.
Never tell yourself or let
anyone tell you that in order
to be attractive, you must be
mixed.*



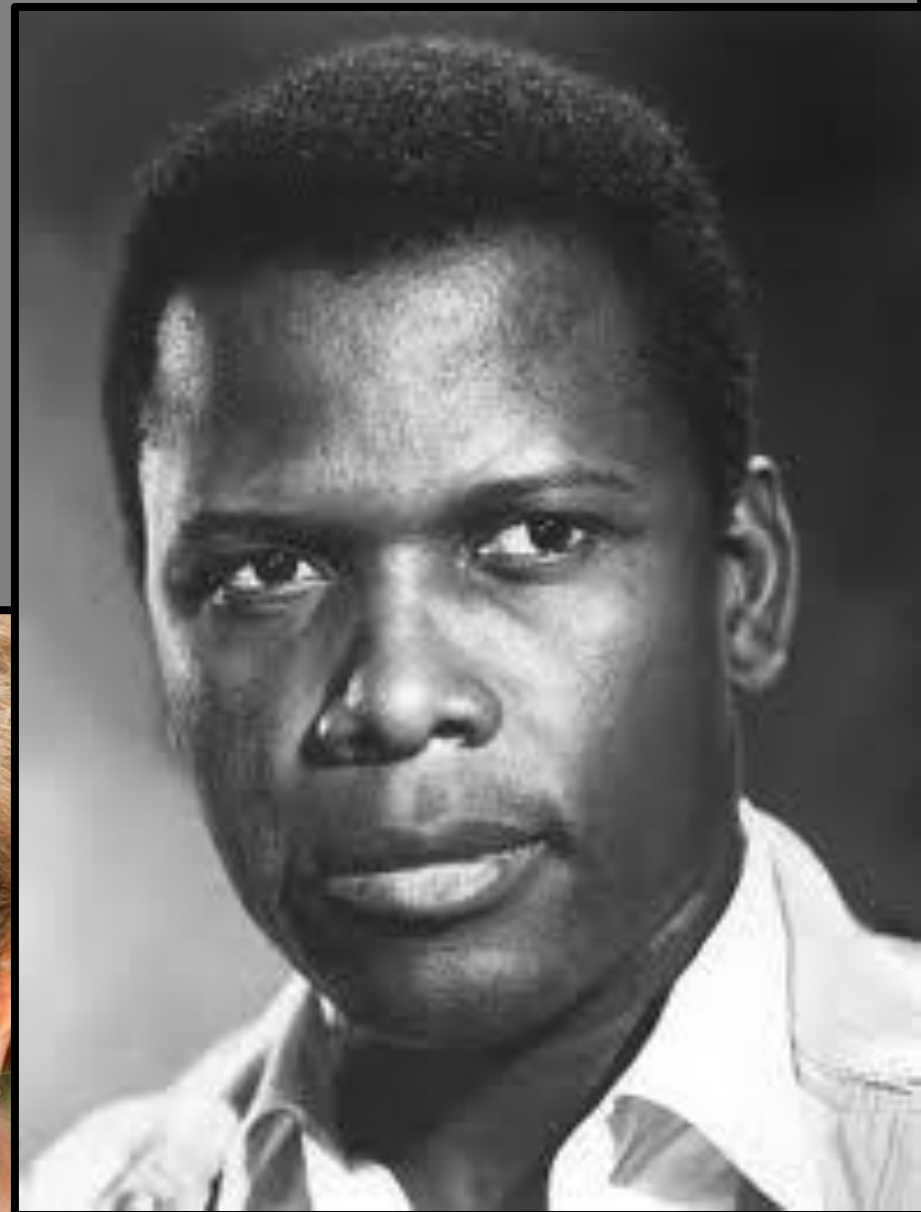
no.chill.gil  When u say African features black then u have (#1 lupita n'yonga) and she's cute when the lights are off second is (Ajuma nasenyana) sorry but ewww so the beautiful black women u try to boost up is technically light skinned or brown skinned...

RACE AND SKIN COLOR













“I mean, you got the first mainstream African-American who is articulate and bright and clean and a nice-looking guy . . . I mean, that’s a storybook, man.”

Sen. Joe Biden

Obama who was a “light-skinned” African American “with no Negro dialect, unless he wanted to have one.”

Sen. Harry Reid

Values Associated with Skin Color

- Race
- Socio-Economic Class
- Good and Evil



SKIN COLOR IN ASIAN AND ASIAN AMERICAN COMMUNITIES



Asian Americans

- Skin Color and Economic Class
- Skin Color, Gender, and Beauty

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Fair & Lovely

Less yellowish complexion, more rosy glow.
Reveal your true inner fairness!



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with Advanced
Melanin-Block™ to
regulate melanin



MORE ROSY GLOW

TOURMALINE
GEMSTONE is known to
stimulate skin



Michele Reis



BREAKTHROUGH: MELANIN-BLOCK™ TECHNOLOGY

90%* effectiveness
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PERFORMANCE: TRIPLE WHITENING SPOT CORRECTOR

Intensive essence which acts at each step of the skin whitening process.

- 1 Breakthrough in whitening: Melanin-Block™ molecule reduces melanin production.
- 2 L'Oréal patented Mexeryl SX® to protect skin against UV rays.
- 3 L'Oréal patented BHA, to exfoliate dark dead cells.

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- smoother skin: 100%

*Further info on www.lorealparis.com

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FROM RESEARCH TO BEAUTY.

BECAUSE YOU'RE WORTH IT.



TRIPLE FAIRNESS POWER

L'ORÉAL
PARIS

So What?

WHITES

Whites

New Whites (Russians, Albanians, etc.)

Assimilated White Latinos

Some multiracials (White-looking people)

Assimilated (urban) Native Americans

A few Asian-origin Peoples

HONORARY WHITES

Light-skinned Latinos

Japanese Americans

Korean Americans

Asian Americans

Chinese Americans

Middle Eastern Americans

Most multiracials

COLLECTIVE BLACK

Filipinos

Vietnamese

Hmong

Laotians

Dark-skinned Latinos

Blacks

New West Indian and African immigrants

Reservation-bound Native Americans

Thank you

Questions?

- Trina Jones, *Shades of Brown: The Law of Skin Color*, 49 DUKE LAW J. 1487 (2000)
- Trina Jones, *Intra-Group Preferencing: Proving Skin Color and Identity Performance Discrimination*, 34 N.Y.U. REV. OF LAW & SOCIAL CHANGE 657 (2010)
- Trina Jones, *The Significance of Skin Color in Asian and Asian-American Communities: Initial Reflections*, 3 U.C. IRVINE LAW REV. 1105 (2013)

Brazilian Racial Classification System

Census

- White (Branco)
- Brown (Pardo)
- Black (Preto)
- Asian/Yellow (Amarelo)
- Indigenous (Indigena)

Popular Discourse

- Branco
- Moreno
- Pardo
- Moreno Claro
- Preto
- Negro Claro
- All Others

Vania Penha-Lopes (2004); Edward Telles (2009)

Peru

- Blanco (white)
- Trigueno (wheat colored)
- Moreno (black or brown)
- Negro (black)
- Cholo (very straight hair)
- Zambo (very curly or kinky hair)

Tanya Golash-Boza, *Does Whitening Happen? Distinguishing between Race and Color Labels in an African-Descended Community in Peru*, 57 SOCIAL PROBLEMS 138 (2010)



*I want these
roses to see how
lovely you are
Bob*



Horton



Wonderful things happen when your complexion is clear, bright, Nadinola-light

Give romance a chance! Don't let a dull, dark complexion deprive you of popularity. Don't let oiliness, big pores, blackheads cheat you of charm. Chase away those bad-complexion blues with NADINOLA Bleaching Cream. Nothing—absolutely *nothing*—will improve your skin faster, in more different ways!

Contains wonder-working A-M! This remarkable medicated ingredient of NADINOLA works deep down *within* the skin to brighten and lighten it, combat blackheads

and externally caused pimples. Soon your skin feels cleansed and cleared, smoother and softer, glowing and glamorous.

Effective but oh, so gentle! NADINOLA acts so *positively* yet is so *kind* to your skin that we guarantee you will be delighted with its results. There are two types—one for oily skin and the other for dry skin. Choose the type that is right for *you*. Buy it confidently, use it happily. NADINOLA, Paris, Tennessee.

NADINOLA BLEACHING CREAM

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FOR OILY SKIN
Nadinola Deluxe is non-oily. Brightens skin, lessens shine at the same time. 75c to \$2



FOR DRY SKIN
The original Nadinola is enriched with fine cosmetic oils to relieve dryness. 25c to \$1.25



- "... the symbolic value of light skin is especially critical for women. Men who are not physically prepossessing, but who have wealth, education, and other forms of human capital, may be considered 'good catches,' whereas women who are physically attractive may be considered desirable despite the lack of other forms of capital. Although skin tone is usually seen as a form of fixed or unchangeable capital, in fact, men and woman may attempt to acquire light-skinned privilege... Often for women, this search takes the form of using cosmetics or other treatments to change the appearance of one's skin to make it look lighter."



"In Europe, the black man is the symbol of Evil. One must move softly, I know, but it is not easy. The torturer is the black man, Satan is black, one talks of shadows, when one is dirty one is black - whether one is thinking of physical dirtiness or of moral dirtiness. It would be astonishing, if the trouble were taken to bring them all together, to see the vast number of expressions that make the black man the equivalent of sin... Blackness, darkness, shadow, shades, night, the labyrinths of the earth, abysmal depths, blacken someone's reputation; and, on the other side, the bright look of innocence, the white dove of peace, magical, heavenly light. A magnificent blond child - how much peace there is in that phrase, how much joy, and above all how much hope! There is no comparison with a magnificent black child: literally, such a thing is unwonted."

Frantz Fanon, Black Skin White Masks (1967)

When I was a child, I spent a lot of time in the sun and I tanned easily, becoming dark after just a few days. This was not really a concern when I was young, but I remember my mom despairing as I grew up that she let me get too dark. Not an especially serious worry, but a sort of acknowledgment that I will probably never be the incredibly pale kind of Asian woman, that I had lost that chance with the time I spent in the sun as a child. Too much time outdoors translated into looking like someone from the poor rural countryside...

In middle school, a [Caucasian] friend said that we should compare who was more tan. This was in California, and the idea was that being more tan was a good thing. My first reaction was no, I don't want to play this game. Part of the reason was that we tanned differently, she tanned golden and I tanned brown, and I couldn't shake the feeling that golden was pretty and brown was much less so. We didn't play the game, because she also figured out pretty quickly that we tanned differently so it was impossible to compare. But it did begin my realization that Caucasians liked being tan because it indicated health and sunshine, whereas I accepted getting darker during the summer as an inevitability but not particularly desirable.

SKIN COLOR IN LATINO/A COMMUNITIES

Elsewhere

- Bolivia, Columbia, Ecuador, Guatemala, Mexico, Peru (Canache et al, 2014)

Annual Data Summary: Fiscal Years 1997-2016																				
	FY 1997	FY 1998	FY 1999	FY 2000	FY 2001	FY 2002	FY 2003	FY 2004	FY 2005	FY 2006	FY 2007	FY 2008	FY 2009	FY 2010	FY 2011	FY 2012	FY 2013	FY 2014	FY 2015	FY 2016
Total Charges	80,680	79,591	77,444	79,896	80,840	84,442	81,293	79,432	75,428	75,768	82,792	95,402	93,277	99,922	99,947	99,412	93,727	88,778	89,385	91,503
Race	29,199	28,820	28,819	28,945	28,912	29,910	28,526	27,696	26,740	27,238	30,510	33,937	33,579	35,890	35,395	33,512	33,068	31,073	31,027	32,309
Sex	36.2%	36.2%	37.3%	36.2%	35.8%	35.4%	35.1%	34.9%	35.5%	35.9%	37.0%	35.6%	36.0%	35.9%	35.4%	33.7%	35.3%	35.0%	34.7%	35.3%
	24,728	24,454	23,907	25,194	25,140	25,536	24,362	24,249	23,094	23,247	24,826	28,372	28,028	29,029	28,534	30,356	27,687	26,027	26,396	26,934
National Origin	30.7%	30.7%	30.9%	31.5%	31.1%	30.2%	30.0%	30.5%	30.6%	30.7%	30.1%	29.7%	30.0%	29.1%	28.5%	30.5%	29.5%	29.3%	29.5%	29.4%
	6,712	6,778	7,108	7,792	8,025	9,046	8,450	8,361	8,035	8,327	9,396	10,601	11,134	11,304	11,833	10,883	10,642	9,579	9,438	9,840
Religion	8.3%	8.5%	9.2%	9.8%	9.9%	10.7%	10.4%	10.5%	10.7%	11.0%	11.4%	11.1%	11.9%	11.3%	11.8%	10.9%	11.4%	10.8%	10.6%	10.8%
	1,709	1,786	1,811	1,939	2,127	2,572	2,532	2,466	2,340	2,541	2,880	3,273	3,386	3,790	4,151	3,811	3,721	3,549	3,502	3,825
Color	2.1%	2.2%	2.3%	2.4%	2.6%	3.0%	3.1%	3.1%	3.1%	3.4%	3.5%	3.4%	3.6%	3.8%	4.2%	3.8%	4.0%	4.0%	3.9%	4.2%
	762	965	1,303	1,290	1,135	1,381	1,550	930	1,069	1,241	1,735	2,698	2,943	2,780	2,832	2,662	3,146	2,756	2,833	3,102
Retaliation - All Statutes	0.9%	1.2%	1.7%	1.6%	1.4%	1.6%	1.9%	1.2%	1.4%	1.6%	2.1%	2.8%	3.2%	2.8%	2.8%	2.7%	3.4%	3.1%	3.2%	3.4%
	18,198	19,114	19,694	21,613	22,257	22,768	22,690	22,740	22,278	22,555	26,663	32,690	33,613	36,258	37,334	37,836	38,539	37,955	39,757	42,018
Retaliation - Title VII only	22.6%	24.0%	25.4%	27.1%	27.5%	27.0%	27.9%	28.6%	29.5%	29.8%	32.3%	34.3%	36.0%	36.3%	37.4%	38.1%	41.1%	42.8%	44.5%	45.9%
	16,394	17,246	17,883	19,753	20,407	20,814	20,615	20,240	19,429	19,560	23,371	28,698	28,948	30,948	31,429	31,208	31,478	30,771	31,893	33,082
Age	20.3%	21.7%	23.1%	24.7%	25.2%	24.6%	25.4%	25.5%	25.8%	25.8%	28.3%	30.1%	31.0%	31.0%	31.4%	31.4%	33.6%	34.7%	35.7%	36.2%
	15,785	15,191	14,141	16,008	17,405	19,921	19,124	17,837	16,585	16,548	19,103	24,582	22,778	23,264	23,465	22,857	21,396	20,588	20,144	20,857
Disability	19.6%	19.1%	18.3%	20.0%	21.5%	23.6%	23.5%	22.5%	22.0%	21.8%	23.2%	25.8%	24.4%	23.3%	23.5%	23.0%	22.8%	23.2%	22.5%	22.8%
	18,108	17,806	17,007	15,864	16,470	15,964	15,377	15,376	14,893	15,575	17,734	19,453	21,451	25,165	25,742	26,379	25,957	25,369	26,968	28,073
Equal Pay Act	22.4%	22.4%	22.0%	19.9%	20.4%	18.9%	18.9%	19.4%	19.7%	20.6%	21.4%	20.4%	23.0%	25.2%	25.8%	26.5%	27.7%	28.6%	30.2%	30.7%
	1,134	1,071	1,044	1,270	1,251	1,256	1,167	1,011	970	861	818	954	942	1,044	919	1,082	1,019	938	973	1,075
GINA	1.4%	1.3%	1.3%	1.6%	1.5%	1.5%	1.4%	1.3%	1.3%	1.1%	1.0%	1.0%	1.0%	1.0%	0.9%	1.1%	1.1%	1.1%	1.1%	1.2%
														201	245	280	333	333	257	238
														0.2%	0.2%	0.3%	0.4%	0.4%	0.3%	0.3%



BIG
BILL
BROONZY
TROUBLE
IN
MIND

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