

## Skin Bleaching in Black Atlantic Zones: Shade Shifters



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### ***Reviews***

*Without doubt, this is actually the best job by any publisher. It is written in basic phrases instead of difficult to understand. You will like the way the author publishes this publication.*

*(Dr. Marvin Deckow)*

## SKIN BLEACHING IN BLACK ATLANTIC ZONES: SHADE SHIFTERS



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Palgrave Pivot. Paperback. Condition: New. 136 pages. This books discussion of skin bleaching, lightening and toning in Black Atlantic zones disengages with the usual tropes of Black Nationalism and global white supremacy such as the desire to be white, low self-esteem and self-hatred and instead engages with the global multi-billion dollar market in lighter skins with products from local cosmetic and pharmaceutical companies and entrepreneurs. This practice can be for short-term strategic purposes and the production of bleached lightness and new subjectivities through skin shades across Black Atlantic zones - the UK, USA, Caribbean, Latin America and the Africa continent- is also a simultaneous critique of continuing pigmentocracy and darker skin disadvantage. This book seeks to decolonize skin bleaching, lightening and toning by exploring its racialized gender political and libidinal economies in the Black Atlantic. In so doing it moves past the notion that global white supremacy dynamizes the practice to a position where the interaction of colourism and post-race neo-liberal racialization aesthetics becomes the focus. This item ships from multiple locations. Your book may arrive from Roseburg,OR, La Vergne,TN. Paperback.



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