

WHITE SUPREMACY AND THE GROWTH OF COSMETIC MARKET

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Abstract

The foreign dominance which forcefully dominated the alien structure and restructured it with their own hegemonic and powerful discourse which ultimately serves them as a futuristic surplus tool - is what the recipient country INDIA is gaining on behalf of the deracination of its race and culture. The colonial imposition of white supremacy and colorism is yet to be decolonized. Colorism is what pushes so many Indians to white their face or in more appropriate words to hate their own color. The article is meant to analyze the concept of white supremacy that is deeply ingrained in us and the growth of cosmetic market worldwide particularly to the Colonizer West.

Keywords: The White discourse, cosmetic market analysis and its predicted future surplus, Promotion of Racism, resistance cum constitutional ban.

1. Introduction



Figure 1: BEAUTY LIES IN THE EYES OF OTHERS (NOT IN BEHOLDER)

Inducing the ideology which showed its racist remarks resulting into degrading the self-esteem and creating compensation to the hatred that arose from comparing the self with that of the created self led ultimately to the creation of cosmetic market. By manipulating the perceptions of what it takes to be accepted and admired market agencies created a psychological need in terms of beauty products which were endorsed to make

dark skin White. The statuses, complementary remarks and many better tags given to the color White was created as a tool by the market agencies to constantly expose women to beauty products to meet an (created) ideal. Social psychology proved beneficial to these marketers as it helped them getting into the needs of people and to create a product that acts as a response to that need despite a false need. The constructed biased (racist) concepts of beauty with the passage of time got internalized and helped false consciousness prevail and sustain.

According to a report from Global Industry Analysts, the skin lightening industry projected USD 19.8 billion in sales globally by 2018, with growth driven by demand from (both men and) women in the Asian, African and Middle East regions (McDougall, 2013).

Hindustan Unilever Limited a subsidiary of Unilever (British-Dutch Company). Global companies like Unilever and Shiseido have major economic power. The popularity of skin lightening products continues to increase in India at growth rate of 18% per year. Currently Cosmetics are

a multi-billion dollar Industry, which is dominated by three MNC's: L'Oreal, Shiseido and UK's Unilever. India is one of the largest consumers of skin bleaching products. A survey by ZMWG (zero mercury working groups) showed an estimated 735 million users in India, mostly women and girls. India's first fairness cream "Fair and Lovely" came to market around 1970's and instantly achieved a brand status and created a national obsession of looking white. It came as a medicine to the disease spread by the colonizers. The Unilever continue to lead the market and spends around \$5million per year on television advertising alone. The country's cosmetics and cosmeceutical market is expected to register an annual growth of 25 percent touching USD 20 billion by 2025, according to the industry experts in Economic Times.

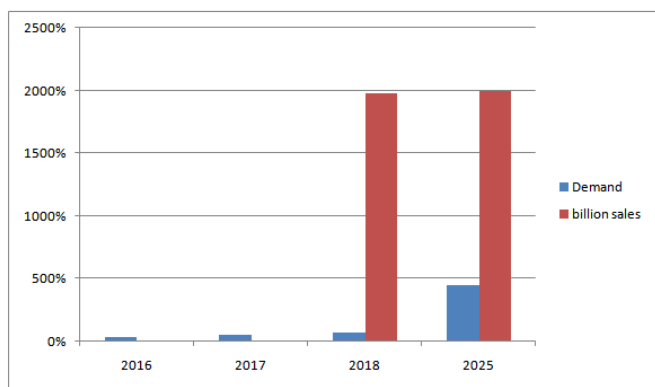


Figure 2: Cosmetic industry demand and growth and the expected growth rate in future years.

Moreover, according to a survey conducted in 2014 showed that almost 90% of Indian girls cite skin lightening as a high need (Bleached girls: The conversation). Initially focused on feminine beauty, the fairness creams market don't support gender bias and caters to Indian men also in the form of "Fair and Handsome". In 2012, Clean and Dry took bleaching to new levels when it began heavily advertising for a new wash to lighten the Vagina. The irony is when thoroughly enquired the result comes that the centre of this marketing is the racist ideology spread through colonization with the help of language. When we search for the needs that led to the creation of such big MNC's dealing in cosmetics we find a created need: a

false need or in more simple words: people spend money for NOTHING.

When a Global company has a larger economy than many nations in the world, it is easy to see how promoting skin tone colorism (racism) becomes a good investment.



Figure 3: PROMOTION OF RACISM

A deliberate attempt that brings a huge amount of money and bear no responsibility to the spreading racism. A huge fan following of these celebrities ultimately fall prey to market predators and boost the cosmetic industry. The celebrity's involvement and the promotion of racism imply that the country's racism is far most spread by the celebrities.

Yami Gautam, Madhavan endorsing 'Fair and Lovely'.

SHAH RUKH KHAN Emami 'fairness cream'.

Hritik Raushan supports 'Fair and handsome laser 12'.

Aishwariya Rai endorsing 'Lux white glow and L'Oreal white perfect'.

Katrina Kaif and Priyanka Chopra endorse 'Ponds white beauty'.

John Abraham supports 'Garnier's Fairness cream'.

Shahid Kapoor supports 'Vaseline fairness cream'.

Genelia D'Souza endorses 'Garnier fairness cream'.

Kareena Kapoor endorses 'Lakme'.

Madhuri Dixit endorses 'Skin Care and Talc Fairness Cream'.

An unbelievable solution to dark skin to sit under 'BAJAJ CFL bulb' and many more celebrities are involved in its promotion.

They are said to earn Crores of money to endorse such beauty products which are felt a high

need (fairness obsession) in India or they are paid a huge sum of money to promote racism which in turn help boost the cosmetic industry. The conscience that economy develops and the ideology which faces no strong resistance in the country endorse a support to the western forced ideology. The Mass media socialization plays an important role here which implies that when children are exposed to media (television etc); it plays a central role in shaping the personality of the individuals. Technological innovations such as television, motion pictures etc have become important agents of socialization (a process that never ends). Children who usually are addicted to watching movies, advertisements etc develop a sense of trust in celebrities for their protagonist roles in movies, soaps etc. All this process develops a sense of trust in viewers and lately imitates their endorsed products which basically are a racist promotion. This all gets internalized in them and they become the consumers because of celebrity endorsement. The endorsed ideology challenges the self perceptions of the Indians (who are usually dark in complexion) who see their skin tone haunting them because of widespread notion of ‘white is beautiful’ in the society.



Figure 4: Without caring for the damaging results of these products they flock into the market to get a white medicine’.

2. Resistance cum constitutional ban.

Kavitha Emmanuel is the founder of women of worth, an Indian NGO that is standing up to bias toward lighter skin. The DARK IS BEAUTIFUL CAMPAIGN launched in 2009, is

not anti-white but about inclusivity- beauty beyond color. The campaign runs media literacy workshops and advocacy programs in schools to counteract color bias. Campaigners standing up against the world’s bias towards lighter skin are fighting at a great extent.

In 2016, three students at the university of Texas, Austin, started an Instagram Campaign called ‘Unfair and lovely’— a play on the name of India’s most popular fairness cream ‘Fair and lovely’.

In 2013, a young woman in Pakistan “Fatima Lodhi” launched the country’s first anti-colorism campaign called “Dark is Divine”. Lodhi talks about the prejudice she faced as a child and now she leads sessions in schools to make aware the students about skin color discrimination.

Where there are celebrities who promote racism, there are actors like Nandita Das who doesn’t. Nandita Das has taken a stance against this unfair obsession and gave a support to the campaign of Dark is beautiful. Nandita says that she has often faced directors and make-up artists trying to lighten her skin tone as she was going in a role of upper class women. She also said that due to her dark complexion she was expected to play a role of lower class women.

2.1. Anti-discriminatory laws that exist in India:

Article 15: prohibition of discrimination on grounds of religion, race, caste, sex or place of birth.

Though the constitution of India says there shouldn’t be any discrimination on the basis of race, caste, class, etc but there is no specific law to address the issue especially of racism. Article 14, 15, 16, 17 and 18 of the constitution deals with Right to Equality but no practical constitutional law that could redress racism. In 2015, the Ministry of Home Affairs had asked the Delhi to introduce two new sections which will curb racial discrimination. But no proceedings regarding this could be seen. Recently Shashi Tharoor (MP) introduced the Anti- discrimination and Equality bill 2016. The law addresses the need to protect everyone who are subject to all forms of unfair

discrimination directly or indirectly but the Bill yet to get passed.

3. Conclusion

The concept of white discourse that was inculcated into the minds of people through imposed education and the medium of English language is yet to be decolonized. When a culture dies along with a language, the connection between perception and action is forever changed. There are different types of scholars and debates regarding the benefit and cost of globalization. The argument prevails that Globalization is basically westernization. We know that real aim of the colonialism was to control the people's wealth: what they produced, how they produced it, and how it was distributed; to control, in other words, the entire realm of language of real life. Colonialism imposed its control on the social production and subsequent political dictatorship. But its most area of domination was the mental universe of the colonized, the control, through culture, of how people perceived themselves and their relationship to the world. Economic and political control can never be effective and complete without the mental control. To control people's culture is to control their tools of self definition in relationship to others (Ngugi Wa Thiong).

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