

# RECOGNIZE THE ISSUE OF COLORISM. DON'T LET IT DIVIDE US.

## DARKER SKIN

A darker-skinned girl is three times more likely to be suspended from school compared to her lighter-skinned peers.

A dark-skinned woman may think she has less to offer to society, no matter how smart she is, because being fairer is associated with being happier, and worthy of getting a job and husband.

Darker-skinned women are constantly reminded of their skin, which may result in them having low self-esteem and wanting to bleach their skin.

*"Brown skin girl. Your skin just like pearls. The best thing in the world." - Beyoncé*

**Darker skin is beautiful, valuable, and powerful. Remember that.**



## WHAT IS COLORISM?

Colorism which is a word coined by Alice Walker is preferring lighter skin over darker skin.

Colorism is a global issue impacting many different communities. There is a difference in colorism practiced in white power structures, such as schools and courts, and colorism practiced in POC communities.

*"Colorism finds its roots in racism because, without racism, someone's value and perceived superiority wouldn't be based on the color of their skin." - Cheryl S. Grant*

In order to break away from the chains of colorism, it needs to be talked about openly.

**Your skin makes you who you are.**

## PREFERENCE FOR LIGHTER SKIN

During *chattel slavery* in the U.S, slaves with lighter skin were assigned domestic tasks in the house while darker-skinned slaves were forced to work outside doing grueling tasks.

Colorism persisted *after slavery*. For ex: Blue Vein clubs only admitted black people light enough for their blue veins to be seen. The paper bag test also determined if a black person was allowed into public spaces by seeing if one was lighter than a brown paper bag.

In *modern-day*, skin lightening is a multi-billion-dollar industry profiting from the stigma of darker skin everywhere. Since many successful POC are lighter, such as actresses and models, younger people turn towards skin lightening to achieve that specific beauty standard.

### References:

<https://www.nccj.org/colorism-0>  
<https://grantmakersforgirlsofcolor.org/resources-item/10-year-old-girl-bullied-dark-skin-launches-t-shirt-line/>  
<https://www.theguardian.com/fashion/2020/jun/30/how-skin-whitening-reveals-the-depth-of-the-beauty-industryscolourism>  
<https://www.kcci.com/article/colorism-beauty-standards-pressure-some-to-risk-skin-bleaching/34375218>  
<https://academic.oup.com/hsw/article/42/2/71/3055174>  
<https://www.e-ir.info/2020/04/11/critical-reflections-on-ethnicity-and-colourism-in-africa-and-the-diaspora/>  
<https://www.bbc.com/future/article/20200818-colourism-in-india-the-people-fighting-light-skin-bias>  
<https://www.google.com/amp/s/amp.theguardian.com/lifeandstyle/2019/apr/09/colorism-racism-why-black-peoplediscriminate-among-ourselves>  
<https://www.verywellmind.com/what-is-colorism-5077380>  
<https://link.springer.com/article/10.1007/s41996-020-00054-1>  
<https://journals.sagepub.com/doi/full/10.1177/2378023117725611>  
[http://studentpress.org/nsapa/wp-content/uploads/sites/2/2018/10/7a\\_Purdy\\_StGeorges\\_2.pdf](http://studentpress.org/nsapa/wp-content/uploads/sites/2/2018/10/7a_Purdy_StGeorges_2.pdf)

**BW**  
BEAUTYWELL