THE BLEACHING SYNDROME AMONG AFRICAN WOMEN (OF COLOR): A QUALITATIVE ANALYSIS

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ABSTRACT

Light skin as somatic ideal is a universal precedent of the Bleaching Syndrome. The objective of this study is to determine the impact upon women of color. Participants for the study consisted of 18-24 year old dark-skinned women enrolled as full time college students. A qualitative method was utilized consisting of two focus group sessions to determine if participants idealized light skin and thus incur the Bleaching Syndrome. Following the review of verbal data by the principle investigator results indicated that women of color in fact idealize light skin and hence incur the Bleaching Syndrome. In conclusion, African women (of color) must aspire to more conducive, somatic ideals to escape the pathological influences of the Bleaching Syndrome.

Keywords: Skin Color, Women Of Color, Somatic Ideal, Bleaching Syndrome, Western Culture