

I honestly chuckled upon first seeing this article: the silly emotional appeals to women, the Lawrence Fishburn lookalike, the juvenile threats of unpopularity. It was not until I actually analyzed the advertisement that I realized the harmful (on multiple planes) effects of it.

First, I think this ties into the roles of men in interracial today. As we perused these old magazines, Jackie commented on being biracial and how her father is black (her mother being white) and how this often seems to be the case. I considered biracial celebrities such as Halle Berry, Mariah Carey, Alicia Keys where in their situation too, the father is the black component of their production. It's the same situation with my family: my mother being light, my father being dark, and the same goes with my grandparents. In this advertisement, the man is significant shades darker than the woman. I have yet to see an ad for bleaching cream being targeted at men. I read this as, to even be considered pursuable or attractive, the woman of the relationship should either be white or embody/create white qualities while the black man is fine as he is, a chocolate brother.

Even beyond light skin and dark skin, I am bothered by the underlying message that this advertisement presents to women. To suggest that a woman should be happy and excited about finally being able to catch a man who "never came near [her]" now that she has risked her health and skin pigmentation is beyond repulsive! (Need I discuss the potentially harmful effects of skin bleaching?) This is the exact reason why billions of dollars are spent on procedures including breast augmentations, rhinoplasty, liposuction and lip implants ever year, regardless of the current economy or even the risks and complications associated with these forms of plastic surgery.

This is not your standard anti-acne ad they scares teens into being unpopular if they have pimples. This is much more of larger scale issue! This advertisement is telling brown-skinned women that if they do not start lightening their skin immediately, not only will they be "unpopular" but they run the tragic risk of never being able to get a man! Following all of the feminist movements and modernization that led us to today where many women do not feel the need to get married, this may not be as large of a fear currently. However, in the 60s when women were heavily dependent on men more so than today, this is a legitimate problem.

(I also wanted to mention that I know this is not solely a "Black problem" as I am aware that skin bleaching is prevalent in other non-white groups as well, especially in Asian cultures. In fact, there is a Korean girl in my dorm and skin bleaching is a casual part of her morning rituals. I had a very interesting conversation with my [white] roommate about skinbleaching due to this as she had never heard of such a thing.)

He never came near me until...



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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. Soak your skin with 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
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FOR OILY SKIN
Nadinola Cream is for oily, brighter skin. Contains more of the same time. 12 1/2 oz.



FOR DRY SKIN
The original formula is enriched with fine cosmetic oils to soften, smooth. 12 1/2 oz.