

# The Shades of Beauty: Understanding African and Asian American Women's Perceptions and Use of Skin Lightening Products

## Investigators

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## Project Summary

This study is exploring Asian and Black or African American women's perceptions and use of skin lightening products to understand the social and cultural factors that influence their decision. The study aims to develop a creative and culturally tailored educational communication campaigns about the potential risks of over-the-counter (OTC) skin-lightening products containing hydroquinone and mercury and amplify diverse and inclusive beauty messages.

**Populations Served:** Asian and Black or African American

### Goals/Aims:

- To conduct qualitative research using focus group interviews to explore Asian and Black or African American communities' perceptions of and use of skin lightening products.
- To develop communication materials with tailored educational messages for Asian and Black or African American communities on the potential risks of OTC skin lightening products containing hydroquinone and mercury and promote diverse and inclusive beauty messages.

## Publications/Abstracts/Posters, etc.

- **The shades of beauty: Understanding African and Asian American women's perceptions of using skin lightening products** (oral presentation), National Communication Association Annual Meeting, National Harbor, Maryland, November 2023.