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Titolo	Wellness in whiteness : biomedicalization and the promotion of whiteness and youth among women / / Amina Mire
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Descrizione fisica	1 online resource (110 pages) : digital file(s)
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Disciplina	155.333
Soggetti	Body image Body image in women Beauty, Personal Black people - Race identity White people - Race identity Skin - Bleaching - Psychological aspects
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Situating skin : whitening biotechnology -- Pigmentation pathologies and regenerative whiteness -- "Face north and smile" : biomedicalization of ageing and "science based" whiteness therapy -- Racialising consumption : skin-whitening and the global look -- Entrepreneurial innovation in skin-whitening biotechnology : ethical and social implications -- Index.
Sommario/riassunto	This book analyses the social and ethical implications of the globalization of emerging skin-whitening and anti-ageing biotechnology. Using an intersectional theoretical framework and a content analysis methodology drawn from cultural studies, the sociology of knowledge, the history of colonial medicine and critical

race theory, it examines technical reports, as well as print and on-line advertisements from pharmaceutical and cosmetics companies for skin-whitening products. With close attention to the promises of 'ageless beauty', 'brightened', youthful skin and solutions to 'pigmentation problems' for non-white women, the author reveals the dynamics of racialization and biomedicalization at work. A study of a significant sector of the globalised health and wellness industries, *Wellness in Whiteness* will appeal to social scientists with interests in gender, race and ethnicity, biotechnology and embodiment.
