



TAN FRANCE: BEAUTY AND THE **BLEACH**

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to take down the world's most
shocking beauty trend
- skin bleaching.**



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Tan France, stylist and presenter on Netflix's hit show *Queer Eye*, is on a mission to take down the world's most shocking beauty trend, and for him, it's personal.

When Tan was nine, he stole skin lightening cream, and began to bleach his own skin. Why? For one thing, to escape racist bullying and the widespread prejudice against people that aren't white. But also to please his South Asian community, who, according to Tan, see fair skin as a passport to the best jobs, careers and marriages. He's never quite managed to close the door on this difficult chapter. Skin lightening exists in black, Asian and Middle Eastern communities across the UK and beyond, where light skin is in vogue, and dark is undesirable.

Tan unearths the truth about colourism, where you're judged not just on the colour of your skin, but on the shade. In LA, pop superstar Kelly Rowland, of Destiny's Child fame, says she was compared to the colour of a brown paper bag by a boyfriend's grandmother. In the UK, he meets *Eastenders* actress Bunmi Mojekwu whose on-screen success brought social media abuse about her darker skin. Shockingly, much of it came from within the black community.

When Tan puts his own shout out on social media, he's inundated with replies from across the globe, heartbreaking stories that detail the pressure to be lighter which leads so many to bleach. And he meets someone in Britain who literally peeled off their own skin in their quest to be lighter. Tan's own experience is central to his journey, and as he returns to Doncaster in the UK, he has to confront his demons and revisit a devastating chapter in his life.

Alongside such deeply personal experiences, Tan will explore the broader issues behind them. How widespread is colourism? What's changed in the last 30 years? Does it stem from our own communities? Is it the decades of advertising pushing a white beauty ideal? Our colonial history? How much is colourism damaging people's lives in Britain and beyond? What does it take for black and brown people to feel they can be accepted in a white world? And does it ever feel enough? Tan's in search of solutions. Hoping to break the cycle that pushed him, and thousands like him to bleach. And still does.

1 x 1 hour

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