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From the Newspaper

Whitening creams

I RECENTLY went to a shop where a man was selling homemade beauty cream (100g) for Rs250. He ensured me that my colour would improve overnight.

At first, I was offended. I am happy with the way I look. But then I got sad thinking about all those women who are picked on by society for not being the right shade.

The fact is that whitening creams work in the beginning and may also make faces 'glow' but in the long run they are harmful.

These creams are full of chemicals such as mercury salts which inhibit the formation of melanin, resulting in a lighter skin tone.

According to a report released by WHO, skin whitening creams in Pakistan have mercury which can lead to kidney damage.

I think we should come out of this kind of thinking. Beauty is in the eyes of the beholder, not in a cream.

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