

Fairness creams essay

[Environment](#), [Air](#)



Review of Literature No one knows beauty products better than women, who are always trying something or the other on their skin. From Banana to Rose water yes they have tried it all to look younger and for a fairer complexion. But apart from all these natural products is there a product in the Indian market which can make a women or man fairer in fewer days, we will find out by reviewing these fairness creams. Since nearly every product in the market claims to making you fair from Shahid Kapoor to John Abraham and from Katrina Kaif to Kajole selling Olay products.

The market for beauty products is vast but the market for fairness creams I think occupies 90% of the space. Long from the days of Britisher's have always loathed dark skin thinking the white is always right, because of the hot climate in India most of us are dark skinned. And no matter what we try the colour pigmentation in our skin doesn't seem to be responding to these products easily. Ever wished could just wash off the colour of your skin just like those Tide washing powder ads, where dirt vanishes instantly?

Fair and Handsome: – Shockingly the Indian fairness cream market never saw the males as their potential customers, until the Emami Fair and Handsome cream was launched. It can be said as the first cream to focus on Indian males. It is priced around 37 Rs for a medium pack. And yes I must say it works, atleast on my complexion it did show some positive results. But it has drawbacks the cream is sticky and does not spread over your skin. May be a gel base formulation would make it more effective. The ingredients have not been shared by the cream makers but they claim it to be Ayurvedic and natural.

Garnier for Men Power Light:- Garnier is a well known brand among beauty products, it has recently launched its popular Garnier for Men Powerlight cream, with a gel based cream Garnier Powerlight seems to be effective for all skins. It also provides with SPF15 sun screen. Though it is not for people who can spend. It is priced above 100 Rs for a single pack. The efficacy of the cream may depend on usage and your skin type. These are some of the main fairness creams from Indian market in the major products to go after are Olay and Fair and Handsome.

Though Olay has been focused on woman I think men too can try it for best results, remember to use face wash and clean your skin on regular basis for healthy and glowing results. There are other new products as well Fair and Lovely menz active, Nivea for Men, Vasline Mens etc. Rest melanin is an eminent part of human skin and prevents us from Sun damage there is no shame in have a dark complexion some of our famous models and actress are dark skinned too. There are a lot of beauty products in the market available these days for the purpose of beautification and nurture of the body.

Most of the people want to have a better personality but they are actually found perplexed about what they should do to get and sustain that cause. A perfect personality includes better physique, glowing skin and rather a fair and youthful complexion. In order to have a lighter skin tone, most of the people consider using skin fairness creams. Both of the men and women prefer to have a color that is appealing yet tempting for their overall look.

Men want better-looking complexion because in today's world they are generally outgoing and athletic to represent themselves in front of others.

With the availability of the men's fairness creams out there, it is quite confusing to decide the best one for the face and for the skin type you have. You should avoid rushing through the whole collection and selecting something that is not ought to suit you. Our skin is a really sensitive organ that needs to be kept nurtured and smooth. You should also take care of any allergic reactions that you might suffer after applying certain beauty products. There are certain organic and mineral skin care products that can be consider for the cause.

These would be free from the synthetic elements and don't even have to worry about the side effects the artificial products might bring . Prefer the quality of the brand .. Sometimes, the most famous brands might not work for the different skin types. Choose the lighter products in order to make your skin fair and bright. Do not have to go with the products that exaggerate the skin too much. skin needs freshness that should provide on utmost basis. Consult a beautician before buying a cream . so can know well about the consistent good ones and you can differentiate the better ones according to the skin types.

Perform a bit of research on the kinds before making a decision. There are even some fairness pills that create rashes and acne on the skin. might end up having other skin issues instead of a younger, attractive and fairer skin. ?
Best Fairness Cream A Skin's Pride By: Albert Cain | – A fair complexion has always been associated with success and popularity. Men and women alike

desire fairness; it is believed to be the key to a successful life. As most of the Indians are very much bothered about their colour complexion the fairness creams enjoy very good market growth rate when compared with other related product.

There are number of fairness creams and other skin whitening products in the market such as peel-offs, serums, lotions etc. ? Hi Handsome: The Dream Of Every Man By: pthomas | - The Hi Handsome TV Commercial has given every man an opportunity to dream of a fair complexion. Everyone wants to be as lucky as the boy not by sneaking into a girl's hostel, but by applying the magical fairness cream. Men have started imagining themselves in place of the boy. Imagine walking on the road with ten girls around you and shouting out Hi Handsome!

Aahh It's a dream come true. Read more: [http://www. articlesnatch. com/topic/fairness+cream+for+men#ixzz10H8337u9](http://www.articlesnatch.com/topic/fairness+cream+for+men#ixzz10H8337u9) ? Should You Consider Lightening Your Skin? By: Bart Icles | - We all want to look our best, and many people would exert every possible effort in order to achieve the kind of appearance that they've been aspiring to have. People buy tons of makeup and beauty products just to enhance their looks, get haircuts, have their hair colored, lose weight, and overhaul their wardrobe in order to make themselves over and feel like they're entirely new people. Your Skin Is Asking For Some Thing By: com | - Skin is the reflector of what our habits are. Basically it is the mirror which expresses the inner state of body, our eating habits, sleeping slots, care taken for the body, all these says the story of the skin. A healthy skin is what everyone and especially

women want to enjoy, but is every one enjoying the healthy state of the skin. So, the answer for this question is no, not everyone enjoys healthy and glowing skin. ? Choose Best Health ; Skin Care Products

By: scott hardy | - Taking care of our health and well being are our primary objectives in this new world of health consciousness and awareness. Various health programs, weight loss pills, food supplements, antioxidant products are flooding the market today all claiming for good health and proper health care and hygiene. Many manufacturers are joining the bandwagon and a lot of personal care and beauty products are available to suit a high level of demand from consumers. ? Meladerm: The Very Fresh Marvel Of Skin Treatment

By: Jennifer Lowdry | - The particular type of particular person who is actually really aware by their own look? Or perhaps are one of those people that do not really feel at ease with the existence of a solitary black blemish or pimple damaged spot on their facial area? Quite a few utilizes skin whiteners in order to get free of this particular issue. However, along with the plenty of skin whiteners within the marketplace, which one particular must be select? ? Face Whitening Creams By: Kelan Grady | - Extrapone Nutgrass is a good natural whitening ingredient that should be searched for.

When it comes to skin whitening ingredients, there are a hefty lot of them in the market. However, Extrapone Nutgrass has been proven more effective in preventing excessive melanin production in a few short weeks thereby reducing and eliminating dark pigmentations and surface age spots. One example of a common skin lightening ingredient is hydroquinone. | | ? Skin

Whitening With Bio Claire By: Bart Icles | – Wanting lighter or paler skin might sound unusual to people from countries in the Western world.

However, in many other countries, skin whitening is practically a common process among many women, particularly those who are born with darker complexion or have dark spots or marks on their skin; those who have experienced sunburn or tanning, with their skin not returning to their original shade, also use skin whiteners. ? Skin Whitening With Natural Way By: jony rich | – The fact is that this may be possible with a little dedication and research right. There are several homemade skin whitening products that can help you be more fair. Apply sunscreen before leaving home. It will protect your hard sunlight.

It is advisable to wear sunglasses to protect your eyes and face of the pollutants. ? Oily Skin: Its Skin Care Regime By: Stone Keron | – Oily skin is definitely a cause for embarrassment when out for a party or a get-together. No makeup can withstand for a long time and will start looking dull, boring and so unkempt. Skin care regime therefore becomes highly essential for the oily skin. There are a whole lot of oily skin products that would help in overcoming the woes of having such a slimy skin. No doubt, there is a belief that people with such a skin do not appear to age quickly on the external face. Skin Protection Day Cream By: Dr. bruswilliams | – Most of a Skin Protection Day Cream for at least 8-10 hours a day 7 days a week. When you consider how many hours this adds up to, your day cream needs to contain beneficial ingredients that will deliver immediate visible results. The truth about what the skin really needed and it was Hydration! Most anti-aging day

creams and other anti-aging skin care products on the market today contain ingredients that are molecularly too large to be absorbed into the skin's surface. ? The Real Deal On Skin Care Devices By: Michi A. -A Women always want to look and feel beautiful that's why they are constantly seeking ways on how to maintain their skin. As having a perfect skin has always been equated to beauty. Blame it on the media and the standards that they have imposed on beauty. Using moisturizers, slathering anti aging and whitening creams, undergoing cosmetic procedures and getting skin injectables are among the popular ways that women do to beautify their skin. Using skin care devices is also another way or a method. Article: ' Fairness creams' target both genders, well, fairly. Global Idea Network)(Brief article) EYLINE: Mythili Chandrasekar " Fairness creams" are a large product category for women in India. Over the years, the promise of these creams has moved from " Can find a husband" to " you can get a job. " Progressive ads show women as having the upper hand in choosing partners, and the jobs the protagonists in the ads get have changed from air hostess (traditionally a " modern" profession) to cricket commentator. ALL IS FAIR IN THIS MARKET (Hindustan Lever Ltd's Fair and Lovely is the market leader with a 53 percent share).

Asia Africa Intelligence Wire | September 05, 2002 | (From India Business Insight) The Rs700-crore skin fairness products market is estimated to be growing at 10-15 percent per annum. Hindustan Lever Ltd's Fair and Lovely is the market leader with a 53 percent share. CavinKare's brand Fairever with about 12 percent market share stands second and Godrej's FairGlow third with 3.5 percent market share. Himalaya Drug Co recently forayed into

this segment and expects to garner a 2 percent market share. The other players in the field are emami and Revlon.