

Mapping Women's Journeys through the Use of Skin Lightening Products (SLPs)

The user journey is a generalization to facilitate discussion and support awareness raising.

This journey map illustrates how a woman's relationship with skin-lightening products (SLPs) can evolve across different life stages—from adolescence to adulthood.

It highlights influencers, motivations and the settings within which these occur. This journey map is based on a global review of evidence on skin lightening practices.

