

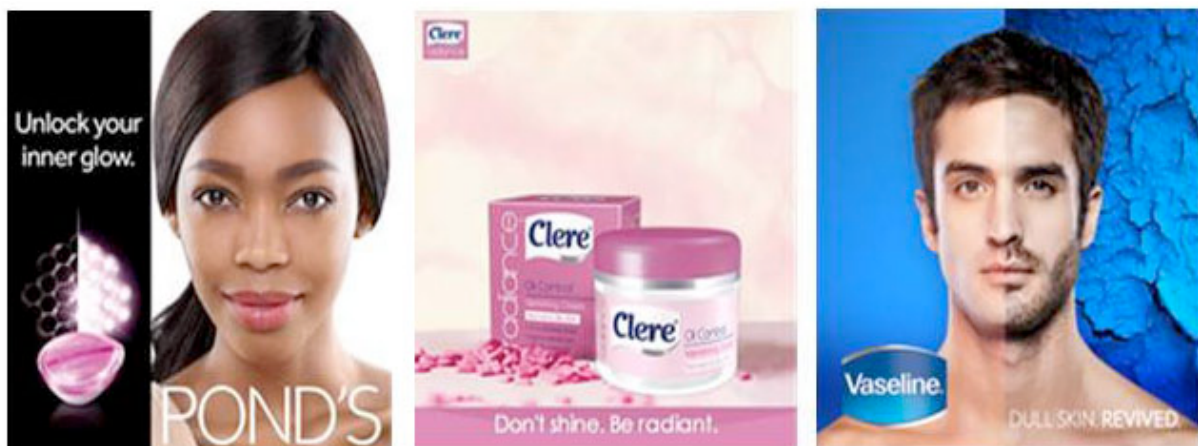
**Supplementary Figure 1. Michael Jackson, before and after skin lightening.**



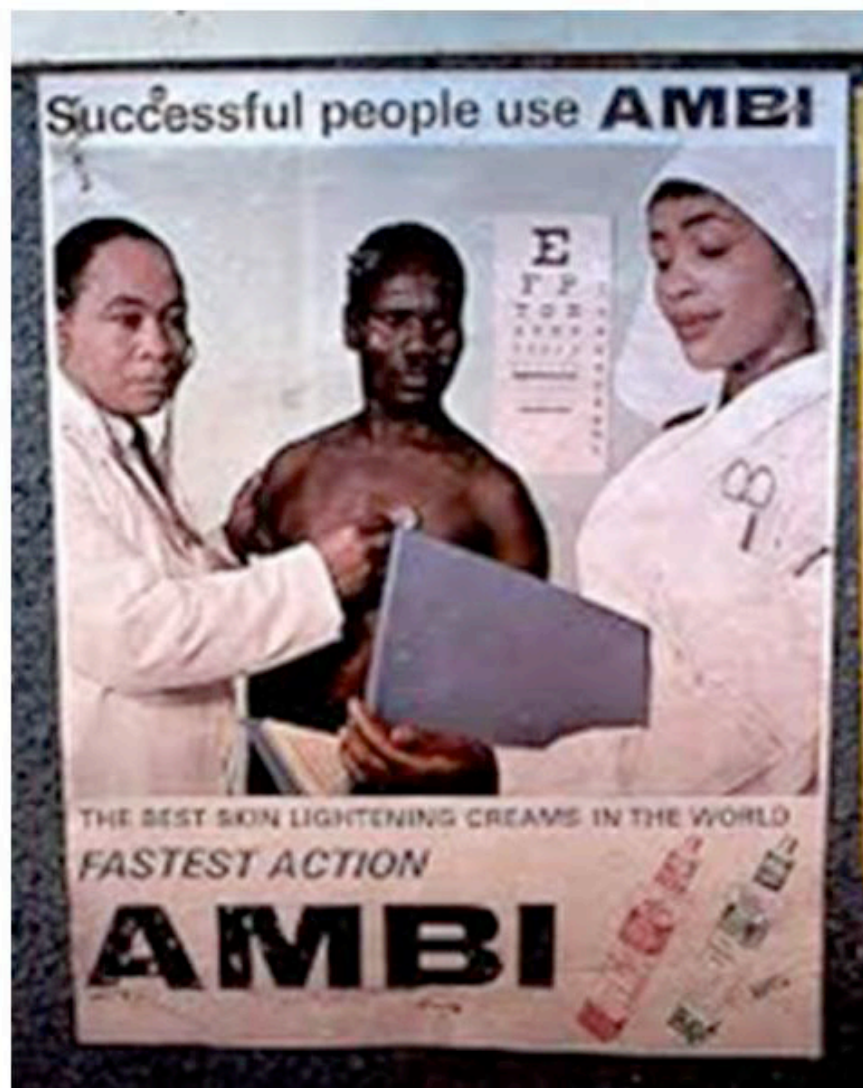
**Supplementary Figure 2. Evidence of chronic use of skin lightening formulations resulting in exogenous ochronosis (photographs courtesy of Prof N. Khumalo, Department of Dermatology, Groote Schuur Hospital, Cape Town, South Africa, 2014)**



**Supplementary Figure 3. Examples of advertisements taken from the Facebook pages of Ponds, Vaseline and Clere.**



Supplementary Figure 4. An example of skin lightening cream in 1965 taken from the Drum magazine, 17 July 1966)





Supplementary Figure 5. Cover of Drum magazine: Nomasonto 'Mshoza' Maswanganyi (11 November 2011).

