Mercury in skin lightening products
Awareness raising materials

Developed for the UNEP GEF funded project "Eliminating Mercury Skin Lightening Products" in Sri Lanka.

The communication materials has been developed in Tamil and in Sinhala languages.
This documents presents the content of the awareness raising materials in English.

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The poster says:

“Thinking of skin whitening for love or marriage? This message is for you…”
Mercury, lead, hydroquinone, and steroids found in whitening creams can harm your health and damage your self-confidence.
True bonds are built on love, kindness, trust, and respect, not on skin colour.

If you want to be beautiful:

✔ Be confident in your natural skin tone and develop your skills
✔ Eat fresh fruits and vegetables, and drink plenty of water
✔ Stay active and sleep well
✔ Be happy
✔ Cultivate good habits

The poster says:
“Mercury in creams can be absorbed by the mother and then transferred to the baby through the placenta and breast milk. Mercury in these creams may affect your children by causing:

- Intellectual disability
- Vision impairment
- Hearing impairment
- Delayed development
- Language disorders
- Memory loss

Let’s give up whitening creams, let’s give birth to a healthy, intelligent child.”

This sticker says:

"You are beautiful!"

What truly matters for your attractiveness is your personality, self-confidence, and your talent, not your skin colour.

This sticker says:

The damage caused by mercury, other heavy metals, steroids, and hydroquinone in skin-whitening creams cannot be reversed.

This sticker says:

Do not look for your beauty in mercury, it lies within you.

This sticker says:

Mercury added to skin-lightening creams are dangerous.
It is absorbed through the skin, affects the nervous system, and damages the kidneys. It can transfer to the foetus through the placenta and to the baby through breast milk, causing physical and mental abnormalities in children. It also seeps into soil and water and can contaminate your food.

This sticker says:

“I was drawn to your beauty and goodness, not your skin colour.”

Love does not see skin colour.

This sticker says:

Protect yourself and your family. Say no to mercury-containing skin-lightening products.

This sticker says:

"You are handsome!"

What truly matters for your attractiveness is your personality, self-confidence, and your talent, not your skin colour.

This sticker says:

Did you know that mercury in skin-lightening creams can pass to your child through the placenta and cause serious health issues?

This sticker says:

The fairness you gain today could cause lasting damage tomorrow. Mercury in whitening creams can seriously harm your skin over time.
Say no to mercury-containing products. Let’s appreciate natural beauty and stay healthy.”

This sticker says:

You are beautiful!

Your natural colour is truly attractive.