

## **How media have reported the 77% statistic**

[BBC](#) - Many skin-lightening products are not banned in Nigeria, where 77% of women are reported to use some form of them on a regular basis according to the World Health Organisation. (November 2018)

[Guardian](#) -A World Health Organization study found that 40% of Chinese women regularly use skin-lightening creams. That number is 61% in India and 77% in Nigeria. (April 2018)

[CNN](#) - Around 25% of women in Mali, 77% of women in Nigeria, and 59% in Togo regularly use skin-lightening products, according to a 2011 report by the World Health Organization. (January 2019)

[eNCA](#) -In Nigeria alone, 77% of women -- by extrapolation, more than 60 million people are using lightening products on a "regular basis", the World Health Organization (WHO) said in 2011. (August 2018)

[News24](#) -According to the World Health Organisation, 77% of Nigerians use skin bleaching products on a daily basis - and this is not just confined to female users. Other countries where skin bleaching is popular includes Kenya, USA, Thailand and South Africa. (June 2016)

[Pulse](#) - According to the World Health Organisation (WHO), 77% of bleaching consumers come from Nigeria, followed by Togo with 59%; South Africa with 35%; and finally Mali at 25%. (May 2018)