

**SPRING 2025 CHARLAS CON CAFÉ**

# **SOLAR SEDUCTION: AESTHETIC LABOR AND RACIAL DISCIPLINE IN BRAZIL'S NEWEST TANNING CRAZE**

*with Dr. Jennifer Roth-Gordon,  
Associate Professor in the School of Anthropology*



Fita tanning includes the application of thin strips of electrical tape to create an individualized bikini that will give women “a marquinha perfeita” (perfect little tan lines) – lines that are sharp, straight, and delightfully symmetrical. In Brazil, a country hyperfocused on color and racial mixture, tanning shows how low-income nonwhite women layer racial ideologies onto their bodies and into their aesthetic practices – shaking up ideas about race, skin color and whiteness. Through the meticulous care, bodily alteration, and self-improvement prominently displayed on their skin, nonwhite Brazilian tanners lay claim to racial respectability and discipline.



Friday,  
February 7, 2025



1:00 pm - 2:00 pm  
*Coffee & snacks at 12:30pm*



Marshall 280



COLLEGE OF SOCIAL & BEHAVIORAL SCIENCES  
**Center for Latin  
American Studies**