RUFUS SHAW, JR.

The Shaw Report

South Africa: What About It?

Well, here we go again with South Africa and apartheid. As far as most of us were concerned, apartheid was almost forgotten until black South African Bishop Desmond Tutu won the Nobel Peace Prize and raised the issue of South African apartheid to the world once again.

How could we have forgotten millions of black South Africans who are virtual slaves in their own native homeland? Under apartheid, black South Africans cannot vote or even socialize in the white sections of South Africa.

How could we go on living in America, free to do as we please, when black South Africans are still fighting for basic human rights? So, what are we supposed to do? Is South Africa our problem? We've got problems of our own you know.

We just got whipped pretty badly politically in the last election. I personally don't know anyone who is related to anybody or who knows anyone who lives in South Africa. I know that sounds cruel. After all, these are black people. Somehow or another, we are related to them because we are black Americans.

I guess that also means we are related to, and somehow responsible to, the rest of the black Africans in our very fragmented, revolutionary-torn homeland where every country has some type of political, economic, or social crisis needing international attention.

But can we really do anything for the plight of blacks in South Africa? After all, we ourselves are facing decaying inner cities with large vulnerable black populations, the highest rate of black unemployment since the depression, and a growing, white, conservative political backlash. How can we possibly offer resources and assistance when we are in so dire need of our own scarce resources?

Can we afford to use our political I.O.U.'s to help a country that many of its fellow black African countrymen refuse to help? Believe it or not, many black South Africans are satisfied with the economic gains of black South Africans in the last decade despite the presence of apartheid.

I believe we can do something to bring about the abolition of apartheid in South Africa. We can deal with the economics of South Africa. In doing so, we can gain valuable experience in dealing with our own problems in America by dealing with them from an economic perspective.

South Africa exists and is allowed to prosper in the world community because it provides a sound economy and political stability for international investors—banks, multinational companies, pension funds, and financiers—who are looking for attractive investment opportunities.

It is these very investments that keep South Africa alive and rolling despite world political protest and moral outrage over its apartheid policies.

South Africa's strength is its ability to attract investment capital. It is that strength that can be attacked and thus make the South African Government seriously deal with its unconscionable policy of apartheid.

Economic sanctions and disinvestments against South Africa would severely cripple its economy. I recently read an article by a black syndicated columnist who suggested that economic sanctions would hurt black South Africans and the gains they have recently made.

I also read a column written in a major white weekly magazine where many of the major corporations investing and operating in South Africa didn't feel that they could make the South African Government change its apartheid policies, You know, I may be controversial, and at times, even profane — but I'm not stupid.

To suggest that dealing directly and seriously with the apartheid problems of South Africa via the economic sanctions route would hurt South African blacks is like saying that pushing for the abolition of slavery would have upset those happy slaves in the South who felt that their masters would have eventually set them free!!!

Then, there is the matter of Mobil, IBM, Citicorp, and Kodak— juat to name a few of the major American corporations who are doing business in South Africa.

For representatives of major multinational corporations who provide money, investments, and employment for the South African economy, to suggest that they cannot dictate in decisive terms what that country's political climate should be, is to deny the existence of American imperialism.

To bring this analogue closer to home, if Mobil, IBM, and Citicorp don't have a say in the political decisions of South Africa, then Ford, General Motors, and Chrysler have very little to do with the policical climate of Detroit, Michigan!!

The point is that money fuels an economy and to stop the flow of money into an economy would severely damage the economy. An economic boycott that promotes disinvestment in South Africa would damage the South African economy.

The result could be widescale unemployment among its white elites, as well as, a depression-like wave of bankruptcies and business failures. This is something that no country can afford. For without money, one cannot feed and house an army.

Nor can one buy sophisticated weaponry. Finally, a country with a disrupted, unstable political climate coupled with a bankrupt economy cannot borrow money from the world's bankers and financiers.

Ever since the South American, Mexico, and Third World debt crises came to light, any country that looks a little weak in the money department is to be avoided by the international financial community like a woman with 30th degree herpes!

Already many universities and at least 13 cities have enacted some forms of economic sanctions against South Africa. Universities have restricted their endowment funds from investing in South Africa. Many cities have passed ordinances that restrict pension funds investments in companies that do business in South Africa. In my opinion, these kinds of actions will have an effect on the political climate of South Africa.

These efforts just need to increase. More companies should be forced to follow suit and disinvest in South Africa. Pension Funds, banks, and other major corporate entities that operate in South Africa understand "market pressure".

"Market pressure" occurs when consumers (just like you and me) decide that we won't do business with companies that do business with South Africa. This does not require that you carry a picket sign on a picket line. All you have to do is spend your money or bank your money with companies who believe as you do! That South Africa's Apartheid policies are bad for business.

For those of you wondering whether or not your little monies can actually make a difference, believe me, your money makes a difference. For example, there are hundreds of banks competing for your deposits. There are several oil companies who would love your business.

And God knows, IBM ain't the only computer company in town. It is through your sophisticated application of economic pressure that giant companies who are locked in a battle for your business can be persuaded to do the morally correct thing and abolish apartheid!

Rufus Shaw's books from Rufus Shaw Publishing are: 1) "How To Be A Rich Nigger" $8.95; 2) "Hustling: The Art of Black Financial Survival" $8.95; 3) "Street Economics" $10.95. The Triology (3 books) is $24.00. For Lecture Information, call: Lynn Flint (214) 373-7557.

Your Beauty Consultant

Betty Guy Willis

"Please tell me about Collagen. The Ads are very confusing."

JACKIE R.
Atlanta, Ga.

IS COLLAGEN HOAX OR HELP?
"HELP YOUR SKIN REACH ITS PEAK OF PERFECTION—USE COLLAGEN CREAM DAILY TO BANISH ALL STRESS, SMILE FROWN LINES, AND YES—WRINKLES!"
"AT LAST, COLLAGEN, THE YOUNG SKIN INCREDIENT, IS HERE!"

These are the promotions in all their vibrant, full color splendor, that cosmetic companies are projecting in their ad campaigns-from the department store counters to the expensive, gleaming fashion magazines across the country. The advertising is very sophisticated and well worded.

The key words are: IMPROVE, REPEATED USE, FAITHFULLY and CONSISTANTLY. Please take note, when any cream, lotion, oil, and I am going to say vegetable oil is applied with H2O Faithfully, and Consistantly for 10 days more or less, you will see an Improvement in the appearance of your skin.

In fact, a very prominent New Yorker, who was formerly a model for Bill Blass (Missy Bancroft) uses Crisco, and a spray of water for her moisturizer! She likes the vegetable compound, because it does not leave a residue.

So, then, What is Collagen?

The definition is: Collagen a protein substance, an insoluble fibrous protein that occurs in vertabrates as the chief constituent fibrils of connective tissue (as in skin and tendons), and of the organic substance of the bones; and is characterized by swelling in water solutions by conversion to gelatin.

The skin that covers the knuckle bones on the fingers, is lacking in collagen. Try this experiment—Gently pull this skin up from the knuckles and then let go. It slowly creases, sags, and settles back down to its original furrowed position. Now, gently pull the skin up from the back of the hand,

Let go, and the skin immediately springs back to its smooth taunt position. This skin contains collagen or fibrous protein—the elastic quality of our complexions.

The collagen fibers are wound together to give the structural support and suppleness to the skin. When creams and lotions that contain collagen are applied, they will moisturize only. The skin cannot absorb the product. There will be no penetration into the epidermis, the uppermost layer of skin.

Now, just under the epidermis lies the dermis, which is composed mostly of collagen.

It is this collagen and our hereditary factors that determin the condition of the skin, its appearance. In young looking facial skin the collagen network is intact, and the skin is smooth.

But, in time this network weakens, and so does the support. As a result, the skin begins to lose its shape and resiliency. Injection, by needle, administered by a doctor, is the only way that protein can penetrate the skin; And, the protein must be converted to a compatible soluble form.

Soluble animal collagen has been used to treat patients since 1975, and by 1981 the material was given marketing clearance by the Food and Drug Administration.

Further research shows that animal collagen has been used in sutures for over a hundred years and has been used in heart valves as a biomaterial.

Approximately ten years ago a few biochemists and physicians started to use collagen "bandages" in the treatment of burned skin.

During this experimental stage these scientists discovered a method of using soluble animal collagen to replace lost skin tissue. The animal collagen being the most harmonious with the human body is the protein extractions from the calf.

Today, a physician can replace, through injections, the lost tissue in the uppermost layers of the skin. This can include depression areas around the eyes, mouth, certain expression lines, stress lines, frown furrows between the brows, acne and some scars.

The physician injects a small amount into the epidermis, perhaps a squint line. The "filler material" plumps up the underlying skinlayer and gives a smoother appearance.

It may take two to four injections with small amounts of collagen, depending upon the depth of the depression. But, before the treatment begins, it is necessary to take a "skin test" this will help determine whether you are sensitive to the material.

Special care is required for some people, especially those with histories of allergic reactions to other substances.

Those with active inflammatory skin conditions, such as: cysts, pimples, rashes, hives and infections. Also, the safety of treatment during a pregnancy has not been established to my personal satisfaction.

Some other adverse reactions to protein injections are: redness, swelling and itching. These reactions have occurred despite a response-free skin test. A few people have developed an infection at the site of the injection.

A few, have also experienced systemic conditions . . nausea, rash, muscle aches, headaches, dizziness and difficulty in breathing. It is very, very important to discuss with your doctor, your medical history, and all treatment reactions. He or she can best evaluate the appropriateness of treatment for you, and answer all questions.

The distinct difference between collagen creams and injected collagen is: Creams work only on the surface of the skin to retain water, and the medical product is injected into the epidermis with a needle, by a physician, to work below the skin surface, as a "filler".

And, remember this: Soluble protein is subject to the same mechanical and biochemical forces that break down your own natural collagen! Like the stress that the skin takes from smiling, repeated facial movements...even the pursing of the lips when kissing!

Plus, sunlight, and the almighty pull of gravity! So, in time as you continue to grow older, the "improvement injections" will gradually face, and a touch-up treatment will be necessary. The best part is, with touch-ups usually less material is required than the original treatment series, and therefore will cost less.

The cost for the treatments will vary according to the amounts of protein used, from $300 to $1500. The touch-up will probably cost from $100 to $300. These are approximate figures and in general a collagen injection treatment is a lot less than a face-lift, which involves hospitalization.

You may write Ms. Wills at Dawn Magazine 628 N. Eutaw St., Baltimore, MD 21203. Please include a self addressed, stamped envelope.