

Review Form 1.6

Journal Name:	Asian Journal of Advanced Research and Reports
Manuscript Number:	Ms_AJARR_80911
Title of the Manuscript:	White beauty: The moderating role of social media addiction on social comparison and skin tone satisfaction
Type of the Article	Original Research Article

General guideline for Peer Review process:

This journal's peer review policy states that **NO** manuscript should be rejected only on the basis of '**lack of Novelty**', provided the manuscript is scientifically robust and technically sound. To know the complete guideline for Peer Review process, reviewers are requested to visit this link:

(<https://www.journalajarr.com/index.php/AJARR/editorial-policy>)

PART 1: Review Comments

	Reviewer's comment	Author's comment (if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)
Compulsory REVISION comments		
Minor REVISION comments	<p>....."how long do respondents usually spent on social media, their experience in using skin lightening products, and skin bleaching behaviors for those who have experience in using skin lightening products. For skin lightening products, we asked several questions relating to the history of respondents' skin lightening products usage. The questions include "Are you still using skin lightening products?", "At what age did you start using skin lightening products?", "How many brands (of skin lightening products) have you tried before this?", "How long have you been using skin lightening products?", and "What is the main purpose for you using skin lightening products?"</p> <p>These questions are not demographic information. I suggest including a subsection.</p>	<p>We have separated the demographic questionnaire into sections as recommended by Dr. HAY. The corrections are highlighted in green.</p>
Optional/General comments	The manuscript is scientifically robust and technically sound.	

PART 2:

	Reviewer's comment	Author's comment (if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)
Are there ethical issues in this manuscript?	(If yes, Kindly please write down the ethical issues here in details)	