



CROWN

Clubs

Research



CROWN 2023 Workplace Research Study

Race-based hair bias and discrimination remains a systemic problem in the workplace, disproportionately impacting Black women. Legislation like the CROWN Act provides legal protection against discrimination based on hair texture and protective styles such as braids, locs, twists, and knots. While legal protection exists in some states, there is still work to be done.



Black women's hair is 2.5x more likely to be perceived as unprofessional



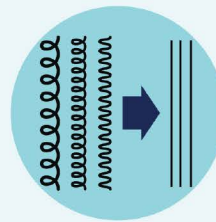
Bias against natural hair and protective styles can impact how Black women navigate the hiring process...



2/3

of Black women change their hair for a job interview.

Among them, 41% changed their hair from curly to straight.



54%

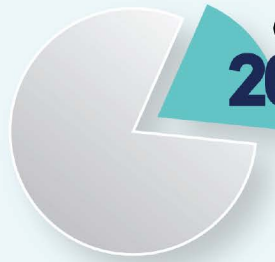
Black women are 54% more likely to feel like they have to wear their hair straight to a job interview to be successful.

And has led Black women to have a **negative experience or outcomes** within the workplace...

Black women with coily/textured hair are...

2x as likely to experience microaggressions in the workplace...

than Black women with straighter hair.



Over **20%**

of Black women 25-34 have been sent home from work because of their hair.

With **young Black professionals** feeling the **pressure** from hair discrimination the most.



Nearly half (44%) of Black women under age 34 feel pressured to have a **headshot with straight hair**.



25%

of Black women believe they have been denied a job interview because of their hair

Even higher (1/3) for Black women aged 25-34



No one should feel they must change their hair to access employment opportunities or professional advancement.

Dove is a proud co-founder of the CROWN Coalition to advance hair discrimination legislation called the CROWN Act

Visit Dove.com/LinkedIn to sign the CROWN Act petition and access free learning courses that support a more equitable work environment. [#BlackHairsProfessional](https://twitter.com/BlackHairsProfessional)



Hair Discrimination Can Start As Early As Five

As a CROWN Coalition co-founder committed to ending race-based hair discrimination nationwide, Dove commissioned a NEW body of research that unveils the alarming rate in which Black girls experience hair discrimination.

Hair discrimination is happening early and continues as she gets older



53%

of Black mothers, whose daughters have experienced hair discrimination, say their daughters experienced the discrimination as early as 5 years old

86%

of Black teens who experience discrimination state they have experienced discrimination based on their hair by the age of 12

100%

of Black elementary school girls in majority-white schools who report experiencing hair discrimination state they experience the discrimination by the age of 10



Hair bias and discrimination is prevalent in predominately white schools where Black girls are most vulnerable to racial bias and discrimination

66%

of Black girls in majority-white schools experience hair discrimination compared to 45% of Black girls in all school environments report experiencing hair bias and discrimination

M T W TH F

Trauma from these experiences cause girls to miss days from school; Teenage Black girls are missing a week of school due to hair dissatisfaction

Exposure to hair discrimination can change how she sees herself

While 90% of Black girls believe their hair is beautiful,

the microaggressions and discrimination she endures has an impact on how she sees herself



81%

of Black girls in majority-white schools say they sometimes wish their hair was straight

& also has a generational impact

As previously revealed in the Dove CROWN Research Study (2019), Black women were 1.5 times more likely to have reported having been sent home or know of a Black women sent home from the workplace because of her hair

The 2021 Dove CROWN Research for Girls reveals that **47% of Black mothers report having experienced discrimination related to their hair**

The Time to Act is NOW!



Join Dove in the movement to make race-based hair discrimination illegal and ensure a positive change for the next generation.

Sign the CROWN Act petition today at Dove.com/CROWN

No one should be denied employment or an education because of their hair. We must end race-based hair discrimination now.



All materials have been developed in partnership with Black hair care experts.

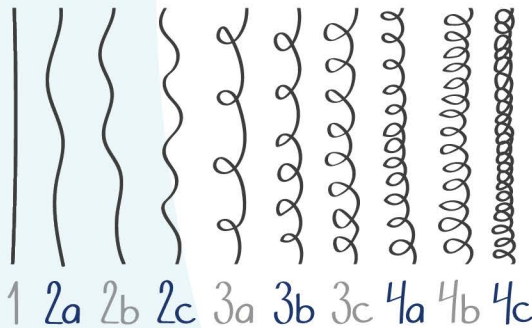
Log on to thecrownact.com for more tools to help care for your CROWN, handle microaggressions, and much more.



EMBRACING THE SPECTRUM OF TEXTURED HAIR

DIANE C. BAILEY

*CEO, Master Natural Stylist, Author,
Advocate, Speaker, Educator*



If you or someone you know are “going natural” or currently has naturally textured hair, I know you have had many conversations about hair typing. In my Brooklyn based Hair Clinic, I am often asked “what is my hair type?” During the consultation, various numbers and letters like 1A, 2B and 4C are a part of the client’s first questions and concerns. This type of hair texture system is vague, confusing and primarily used for product recommendations. Many natural hair product developers use this hair typing system, using numbers and letters, to classify and group their target market. Throughout history hair typing systems have been used to categorize the “people of color”. During the 400 years of our enslavement the “pencil test” was used. A pencil would be placed in the hair of the slave, the individual would have to shake their head to see if the pencil would fall out to determine their racial status. “Good hair” always meant hair that simulated white, straight hair, which implied that all other hair textures were considered to be “bad hair”.

Today, hair typing systems where we categorize and label hair textures and types continue to create a hierarchical and judgmental framework. Hair is diverse and comes in an infinite variety of textures. It is crucial that we embrace and celebrate braid styles, texture diversity and inclusion, “All hair is Good All the time”.

Using numbers and letters to label hair can inadvertently imply that one texture is superior or more desired than another. Using numbers and letters can create a sense of superiority/inferiority in the community. This often leads to harmful beauty standards and hair services where texture stereotyping and exclusion become normalized. We are the community and we want to be more texture inclusive and respectful by describing hair textures in more subjective and comprehensive ways. It’s time for us to describe our hair in it’s most vibrant and diverse way using an empowering descriptive textured hair spectrum of terms like, “coily”, “wavy”, “wirey”, “tightly coiled”, “curly”, “dry”, “fine”, “dense”, “thin”, “kinky-coily”, “zig-zag”, “silky”, or “thick”, without assigning a made up number value or hierarchy perspective.

By focusing on the textured hair spectrum that provides a more descriptive and inclusive language, we can now create a more nurturing and positive conversation around our hair and promote more self-love, self-acceptance and texture appreciation for all hair types when you are rocking your natural hair.