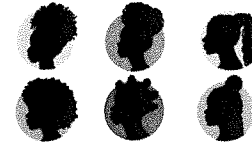


CROWN 2023 Workplace Research Study

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



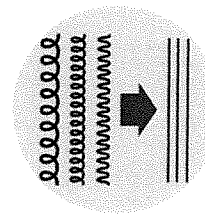
Bias against natural hair and protective styles can impact how Black women navigate the hiring process...



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. #BlackHairIsProfessional

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*States inspired by The CROWN Act

● THE CROWN ACT IS LAW

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Charleston, WV	Pittsburgh, PA	Covington, KY	Orange County, NC	Tucson, AZ	Dallas County, TX
Huntington, WV	Newburgh Heights, OH	Frankfort, KY	Greensboro, NC	Clayton County, GA	Harris County, TX
Lewisburg, WV	Akron, OH	Lexington, KY	Raleigh, NC	East Point, GA	Pflugerville, TX
Morgantown, WV	Columbus, OH	Louisville, KY	Winston-Salem, NC	Gwinnet County, GA	Shreveport, LA
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