



# WHY THIS MATTERS...

Race-based hair discrimination is a systemic problem in the workplace, disproportionately impacting Black women once they are of working age.

Research also shows that race-based hair discrimination is pervasive in schools and often negatively impactful to young Black girls.

That's why the CROWN Act is so important. Legislation like the CROWN Act provides legal protection against hair discrimination in some states in the workplace and in public K-12 and charter schools.

Can you relate to any of these statistics?

## 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 woman 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**