

# 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



**81%**

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

While 90% of Black girls believe their hair is beautiful, the microaggressions and discrimination she endures has an impact on how she sees herself

& 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](https://Dove.com/CROWN)

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