



# 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 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**

**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.**