This groundbreaking study confirms workplace bias against hairstyles impacts Black women’s ability to celebrate their natural beauty, and how workplace bias and corporate grooming policies unfairly impact Black women.

**We Surveyed**

- 2000 Women (1000 Black and 1000 White women)
- Ages 25-64 throughout the United States
- Employed full-time
- Currently working in an office or field (sales) setting OR worked in a corporate office in the past 6 months

**30%**

Black women are 30% more likely to be made aware of a formal workplace appearance policy

Black women fear **scrutiny and discrimination** when expressing their natural beauty **in the workplace**

**80%**

“I have to change my hair from its natural state to fit in at the office”

Black women are 80% more likely to agree with this statement

**BLACK WOMEN ARE:**

- More likely to be sent home from the workplace because of their hair
- More likely to report being judged more harshly on her looks than other women

Study conducted in the U.S. among 2000 (1000 Black and 1000 White) Women, Age 25 – 64. All data tested at 95% confidence level.
Hair discrimination has real, measurable social and economic impact on Black women.

Black women’s hair is 3.4x more likely to be perceived as unprofessional.

Expressing her individuality is challenged by her fear of judgement.

Key Findings:
- Are more policed in the workplace
- Feel their hair is targeted
- Are consistently rated as less ready for job performance