

THE CROWN ACT MOVEMENT

"Creating a Respectful and Open World for Natural Hair"

BACKGROUND

Dove believes a positive experience of beauty should be accessible to all women and girls. After seeing numerous cases of Black people denied employment because of their natural hair, like Chastity Jones who lost a job offer because she refused to cut her locs, and an overwhelming number of cases of Black children being sent home from school because their hair, Dove decided to lead action to end race-based hair discrimination. Dove was a very early investor in Matthew Cherry's Academy Award-winning film "Hair Love" and is a proud founding member of The CROWN Coalition. Dove views its role in driving change as an extension of its responsibility as leaders in the beauty industry and will continue to be a champion for challenge beauty stereotypes, celebrating the beauty of Black women, and being an agent for transformative change.

THE CROWN COALITION

The CROWN Coalition was created in early 2019 by founding members Dove, National Urban League, Color Of Change and Western Center on Law and Poverty. This alliance was formed to create a more equitable and inclusive experience for Black people through the advancement of hair discrimination legislation, known as the CROWN Act. The Coalition now boasts strategic alliances with over 70 community and advocacy organizations that are doing critical work in the Black community. Dove and the Coalition have executed over forty (40) grassroots events with supporting organizations to galvanize the movement at both local and national levels.

THE CROWN ACT

The CROWN Act, which stands for "Create a **R**espectful and **O**pen **W**orld for **N**atural Hair," is a law that prohibits discrimination based on hair texture and protective hairstyles such as braids, locs, twists and knots. First introduced in California in January 2019 by Senator Holly Mitchell (District 30) as Senate Bill 188, the CROWN Act (SB 188) expanded the definition of race in the Fair Employment and Housing Act (FEHA) and Education Code to eliminate discrimination in workplaces and in K-12 public and charter schools. The inaugural CROWN Act was signed into law by Governor Newsom in California on July 3rd and went into effect January 1, 2020. The law has been passed in 7 states (CA, NY, NJ, VA, CO, WA, MD) and 2 municipalities (Cincinnati, OH and Montgomery County, MD). Twenty-four (24) additional states have introduced the legislation, and we have a Federal Bill as well that was introduced in late 2019 by Senator Cory Booker and Congressman Cedric Richmond.

OUR CROWN RESEARCH CONFIRMED THE ISSUE

Narrow beauty standards in America continue to perpetuate unfair scrutiny, injustice and discrimination, in workplaces and schools, against Black people for wearing hairstyles inherent to their identity. The groundbreaking 2019 Dove CROWN Research Study, a quantitative study with 2000 Black and White women, illuminated the impact of workplace hair discrimination:

- Black women are 80% more likely to change their natural hair to meet social norms or expectations at work.
- Black women are 1.5 times more likely to be sent home from work, or know of a Black woman sent home, because of her hair.

Additionally, when shown two images of the same hairstyle on both Black and White women, the same hairstyle on a White woman was rated 25% higher in 'job readiness' than the exact same hairstyle on a Black woman.

THIS IS A NATIONAL MOVEMENT WITH 70+ ORGANIZATIONS SUPPORTING THE WORK

(founding members in bold)

- I. Dove
- 2. Color Of Change
- 3. National Urban League
- 4. Western Center on Law & Poverty
- 5. ACLU California
- 6. ACLU Georgia
- 7. ACLU New Jersey
- 8. ACLU of Northern California
- **9.** ACLU of Southern California
- **10.** ACLU of San Diego & Imperial Counties
- II. AFSCME (American Federation of State, County and Municipal Employees, California)
- **12.** African American Mayors Association
- 13. Alliance for Boys and Men of Color
- 14. Alpha Kappa Alpha Sorority, Incorporated
- **15.** American Academy of Pediatrics
- 16. Anti-Defamation League San Francisco
- 17. Anti-Defamation League Los Angeles
- 18. Anti-Defamation League Chicago
- 19. Association of Black Psychologists
- **20.** Beauty and Barber Empowerment Center
- **21.** Berkeley City Council
- 22. Black American Political Association of California
- 23. Black Business Association
- **24.** Black Women for Wellness Action Project
- 25. Black Women Organized for Political Action
- **26.** Black Women's Agenda
- **27.** Black Women's Roundtable
- 28. California Black Chamber of Commerce
- **29.** California Black Health Network
- **30.** California Civil Liberties Advocacy
- 31. California Employment Lawyers Association
- **32.** California Teachers Association
- 33. City and County of San Francisco Department on the Status of Women
- 34. Courage Campaign



- 35. Curly Girl Collective
- **36.** Delta Sigma Theta Sorority, Incorporated
- 37. EarthGirl
- 38. EMERGE: Natural Beauty Industry Alliance
- 39. Equal Rights Advocates
- 40. Greater Sacramento Urban League
- 41. Greenlining Institute
- 42. Hip Hop Sisters Foundation
- 43. ImpactEDI
- 44. Jack and Jill of America, Incorporated
- **45.** The Links, Incorporated
- 46. Los Angeles Community College District
- **47.** Los Angeles County Office of Education
- 48. M.O.B.B. United (Mothers of Black Boys)
- 49. NAACP (National Association for the Advancement of Colored People)
- 50. NAACP Legal Defense and Educational Fund, Inc.
- 51. National Action Network
- 52. National Association of Black Psychologists
- 53. National Association of Social Workers California Chapter
- 54. National Black Child Development Institute, Inc.
- 55. National Black MBA Association, Inc.
- 56. National Coalition of 100 Black Women Sacramento Chapter
- 57. National Council of Negro Women
- 58. National Lawyers Guild Sacramento Chapter
- 59. National Organization of Black Elected Legislative Women (NOBEL Women)
- 60. National Women's Law Center
- 61. The Natural Hair Industry Convention
- 62. NYC Black Women's Political Club
- 63. NYC Hispanic Chamber of Commerce
- 64. Professional Beauty Association
- 65. Public Health Advocates
- 66. SAVE A GIRL, SAVE A WORLD
- 67. Service Employees International Union (SEIU)
- 68. Sigma Gamma Rho Sorority, Incorporated
- 69. Ujima, Inc.
- 70. United States Black Chambers, Inc.
- 71. Women in Public Policy, Inc.
- 72. Women's Foundation of California
- 73. YWCA, White Plains & Central Westchester
- 74. YWCA USA
- 75. Zeta Phi Beta Sorority, Inc.

NATIONAL CROWN DAY - On July 3 we celebrated National CROWN Day, a special holiday to commemorate the anniversary of the signing of the first CROWN Act in California. The first National CROWN Day was recognized with a full-day of virtual events to engage, uplift, and celebrate Black people and the freedom to wear our natural hair without fear of judgement or consequence. Celebrity appearances included Tracee Ellis Ross, Estelle, Elaine Welteroth, Andy Allo, Vernon Francois, and the CEOs or Presidents of the largest Black organizations in the country. The event went viral and delivered over 55 million impressions. India.Arie even surprised guests with a custom rendition of "I Am Not My Hair" with a discussion about The CROWN Act.

EXPANDING THE CROWN COALITION

Unilever is joining Dove to expand the Coalition to Create a Respectful & Open World with <u>No Racism</u>. This expanded effort will continue to advocate for legal protects against race-based hair discrimination plus additional actions in following areas: reducing systemic bias and discrimination, reimagining public safety, supporting safe and fair voting access, and driving economic equity. Dove also created the CROWN fund with \$5MM of support over 5 years.

SOCIAL MEDIA

Follow us on Instagram, Twitter, Facebook - @thecrownact #TheCROWNAct #PassTheCROWN #hairdiscrimination

VIDEOS – Beauty Looks Like Video is <u>Here</u> (ANA Top 3, 2019) The CROWN Act – Year I Recap Video is <u>Here</u> India.Arie "I Am Not My Hair" Video is <u>Here</u> (organic/earned) ONLINE Dove.com/CROWN TheCROWNAct.com